The Financial Post

Canada's National Weekly of Business, Investment and Public Affairs.

Vol. XLIV Member of Audit Bureau of Circulations Publication Office: Toronto, February 11, 1950 Fifteen Cents an Issue, Five Dollars a Year No. 6

World Trade Booster

—Photo by Arless.

Gerald G. Ryan, president, L. G. Beaubien & Co. Ltd., investment bankers of Montreal, Paris and Brussels this week becomes president of the Canadian Council (formerly Canadian Section), the International Chamber of Commerce. The four-year-old Canadian organization, with other member-countries in the International Council, is devoted to promotion of international trade through private business channels. Massachusetts-born Ryan has been 25 years in the investment business in Canada, served on War Finance Committee, visits his European offices frequently.

THE NATION'S BUSINESS

Can't Mix Pensions With Pie-in-the-Sky

We're currently having a union blitz for pension schemes. Pie-in-the-sky-ism is once again booming.

Pensions are a very fine thing, but only provided they're really pensions; only provided they do the job. Most or perhaps all of the plans which Canadian industry has voluntarily given its employees are, of course, sound and foolproof.

But the pension schemes which settled the recent U. S. steel strike and which the labor unions clearly hope to get saddled on all major industries have some very serious limitations.

Peter Drucker in Harpers reveals that "retirement pensions under these plans will be paid only as long as business remains excellent. As soon as business slackens the present pension plans will collapse — just as John L. Lewis' pension plan collapsed as soon as the coal mines switched from the pile production of the five-day week to the three-day week."

Why? When business declines, older people within a few years of retirement will frequently take a reduced pension rather than face unemployment and break the continuity of their company connection. But the 10 or 12 cents an hour which the employer pays into a pension fund is just about sufficient to pay out the promised returns to men now eligible. As soon as business slows, the employer contribution goes down too since it fluctuates with employment. So, says Drucker, "any pension plan set up on a pay-as-you-go basis is a 'go-broke-as-you-go plan.' "

Having realized this, the unions are now out for pension plans under which the employer binds himself to maintain the pension plan regardless of business conditions which is as silly as foolishness can get.

Drucker makes another point which vitally concerns everyone concerned with pensions. Medicine in recent years and months has made fabulous strides in extending man's life span and more sensational progress in adding to man's years seems to be just around the corner because of very recent developments in ACTH and cortisone.

But meanwhile some of these pension plans discriminate against continuing the employment of the older man which is precisely one of the major problems with which industry and society must contend — and successfully — in the years immediately ahead. Making it easier, not harder, for older men to have jobs should be the objective.

Sober examination of mathematical realities will be much needed in the months to come. The worker himself is the sole source of pension money. His productivity determines the amount and the certainty of the pension he eventually gets. There is no magic that can get around that fact.

• • •

A Blow to US-UK Relations

The arrest of scientist Fuchs for alleged transmission of secret information on the A and H bombs to the Communists is an incident of profound concern.

We're not so disturbed at the intimation that Russia has and knows how to make the two bombs. We have never had any confidence that a secret of that kind could long be kept.

What is serious to our mind is the use which will be made of the Fuchs affair to worsen relations between Britain and America.

Apart altogether from the professional and vocal isolationists, the unhappy fact is that you don't have to scratch the American millions deeply before their latent isolationism is very apparent. Nor is it surprising or unnatural that the richest people on earth should wish to be left alone to enjoy their riches. It is not surprising that the American taxpayers should be tired of what they consider is staking the rest of the world; that they wish to goodness the "Limeys, Froggies, Huns and Wops" and other folk would get off their necks.

Natural as their wish is, the fact is that it just isn't possible. The only hope of preserving human liberty and of containing Communism; the only hope of getting our world working healthily and of preventing in America as well as elsewhere the bleakest and most disastrous kind of prolonged depresison is for the American people to persevere in their present international policies.

But incidents like the Fuchs affair provide pretty lethal ammunition for the politicians and others now mounting a battle against ECA and other forms of international collaboration and aid—even though the U. S. isn't free of espionage itself.

Certainly the Fuchs business postpones the pooling of atom information and the co-ordination of work on it which is most unfortunate for the speedy development of atomic power for peaceful and beneficial industrial uses.

Here is another example of the need for ferreting out and watching the Communists everywhere. Practices and policies which may be good enough and fair enough for guarding us against people who may swindle, or rob or murder some other person are hardly adequate for dealing with the Communists. These people plot the destruction of whole countries; the enslavement of whole populations. For them we don't find certain traditional concepts about the proper way for society to defend itself against its enemies adequate or realistic.

Steel—Up and Down New Pricing Policy

Whole Range of Products Affected in Plan Which Puts Each on Own Feet Costwise; Standard Users Benefit; Premium on Special Items

A completely new pricing policy which will affect a whole range of products both up and down, has been introduced in the Canadian steel industry.

From now on, through adjustments in what are known as "extra charges," each product must stand on its own feet costwise.

Under the old system the extra costs involved in producing specially rolled items were often spread over the whole range of products.

The new pricing method follows closely the pattern recently adopted in the United States where the industry's magazine, Iron Age, called it "revolutionary."

Industry spokesmen say it is too early to estimate what the over-all effect might be, first on the industry itself and second on manufacturing firms which use heavy tonnages of steel.

One firm claimed it might be three months before the full story is known.

"However," said one official, "one immediate effect will be to put all steel lines on a realistic cost basis and at the same time get the problems of the mills across to the consumer.

The Ups & Downs

Hardest hit will be customers who require items that are more difficult and costlier to produce. They can expect to pay more—somewhere in the neighborhood of $4 or $5 a ton more, it is suggested.

On the other hand, others will be looking for a reduction. No details are yet available, but in the United States, a 22-gauge cold-rolled sheet, 44 x 144 in. now sells for $5 a ton less. On the other side, increases ranged from $1 to $29.50 a ton.

The Canadian change coincided with an increase in the base price of five fairly heavy tonnage items. (The Financial Post, Feb. 4). Steel Co. of Canada led the way with advances effective Jan. 26; Dominion Steel and Coal Corp., Jan. 30; Algoma, Jan. 31; Burlington Steel, Feb. 1.

Earlier, Dominion Foundries and Steel Corp. announced some cuts in base prices. However, adjustments were made in extra charges at the same time so that the net result has been either a slight reduction or none at all and in some cases, an increase.

A similar end result occurred in U. S. and is expected by other Canadian mills. For example, one Canadian mill cut the base price of hot rolled strip $2 a ton but upped extra charges. Under the new arrangement some customers will pay more, others less.

What's behind the move? One steel official said it was to relate prices more closely to the cost of production of a specific item.

In the U. S., it has been described as "delayed recognition of the technological revolution that swept the steel industry before the war."

This was the changeover from narrow, old, hand mills to wide, high-speed mills which roll out huge tonnages of flat rolled steel at high speed.

The old hand mills were better suited to narrow, short sheets. Hence, those who wanted wider sheets had to pay for the extra cost of producing them.

Now the picture is almost completely reversed. The modern U. S. steel mill makes twice as much wide strip as narrow. Labor and overhead costs are lower on the wider sheets. Today narrow sheets are the premium items.

This doesn't apply to quite the same extent in Canada. But it does in filling special requirements, such as milling or trimming edges and other extra-cost refinements.

Change Buying Habits?

The over-all effect of this is likely to be some considerable revision in steel buying habits, believe some in the industry.

For example: the new extra charges will probably raise substantially the price of sheared, or trimmed hot-roll strip. Yet if the customer is ready to adjust his manufacturing process to take it untrimmed and in a coil, chances are the price will be lower.

In the U. S. steel buyers have been going over their new extra lists carefully to see if they can do without an extra-cost item. Designers and production engineers have been called in to see if design changes can be made to use lower-cost steel without increasing manufacturing costs. The net result may be a saying to some fabricators.

Can Canadian Exporters Retain S. American Trade?

Canadian exporters are shaping up for a ding-dong battle with British and European competitors in what was hoped but five years ago would become in the postwar period one of their lusher markets —Latin America.

A potential of $200 millions a year in Canadian sales was visualized by then Trade Minister James Mackinnon for this area; for the last two years sales have been running at about $90 millions a year.

Today they're slipping and in all but a few lines and in all but a few of the 20 countries which the area comprises, Canadian exporters are running into some of the fiercest competition they face anywhere.

They're being underquoted, outbid in trading terms, in scores of lines. And the promise is that the competition will be stepped up with a reborn German industry making an all-out drive that's aimed at a tenfold expansion in trade by 1952; with Japan beginning to knock on the door.

Said one major exporter to The Post: "We're taking something of a shellacking."

Said another: "European competition is knocking hell out of the market."

General consensus: "Sales are slowing up — there's a general tightening up in the market — we'll have to beat our competitors at their own game."

Basic to Canada's present trade troubles in Latin America are dollar shortages and resultant dollar import restrictions in varying degree in all countries but Venezuela (our biggest Latin American market last year — around $25 millions). But it was last fall's rash of devaluations following Britain's slashing of the pound sterling that really put the heat on.

From that point on the British, the Europeans embarked on an all-out selling drive. They had some powerful selling points: slashed prices; improved deliveries; extended terms. And the Latin American buyer didn't have to bother about import licenses. The Canadians, the Americans had previously had a price advantage that made the import license bother worth while.

That's the situation today.

In detail:

The French can point to a phenomenal increase in sales of such goods as chemical and steel products, cotton and wool yarn to the area, especially Argentine.

The Germans are coming back in almost every line — textiles, machinery, small tools, instruments, cutlery, toys; appear to be making their biggest effort in Brazil at the moment but make it clear they're out to capture trade wherever they can—even if only by barter deals.

The British are stepping up sales of coal and oil to Argentine; cars to Brazil; industrial machinery, chemicals, textiles and many other lines of consumer goods to other countries.

The Italians are making a big bid in Venezuela with all kinds of consumer goods.

The Belgians, the Swiss represent lesser competition at the moment in the over-all picture but

(Continued on page 3, col. 4)

PRICES

Steel price structure is revamped. Some items will go up, some down under new pricing system designed to make each product "stand on its own feet" costwise, instead of spreading costs over whole range to even up prices. (see story this page).

Up will go special items, probably by $4 to $5 a ton.

Down will go standard items like cold rolled sheet, probably by about the same amount.

Change in system coincides with increase in base prices of five heavy tonnage items (The Financial Post, Feb. 4).

Industrial material prices index rose 0.3 point, from 150.3 to 150.6 from week ending Dec. 30, 1949, to week ending Jan. 27. Corresponding figures a year ago: 161.2 and 148.2. Oats, hogs and rosin declined moderately; B. C. fir, steers, cotton, wool and sisal moved slightly higher.

DBS food index was under 200 in January for the first time since May, 1949. Dropping 2.5 points to 199.4 between Dec. 1, 1949 and Jan. 3, it was biggest factor in sinking cost-of-living index 0.5 points to 161.0 over same period.

Hardware prices may rise, J. W. McMaster, Ontario Retail Hardware Association president, says. Wholesale hardware figures increased 50% over 1941 as against 70% average wholesale rises, he claims.

Turpentine's firm tone in southern producing areas is reflected in increase of 3c gal. on laid-down cost of pure gum in bulk lots, according to importers. Packaged product prices so far unchanged.

Barrow wheels, steel and rubber-tired, down to the trade.

Pipe of wrought steel moves up here reflecting advance in U. S. basic steel prices.

Imported fertilizer under one brand is being offered to trade at new higher prices, says Hardware & Metal (Maclean-Hunter).

Quebec Studies New Alcan Power Plan

MONTREAL (Staff) — There are further indications that Aluminum Co. of Canada may add to the power supply of its Arvida plants.

Premier Duplessis has announced that Alcan has submitted a plan for development of the Peribonca River. It is a substitute for an earlier scheme which would have diverted part of the Bersimis River flow into the Peribonca and which was turned down by the Government last year.

Mr. Duplessis had indicated last autumn that there was a possibility of a 400,000 hp. development by Alcan in the offing on the Peribonca (The Financial Post, Oct. 15). In his more recent statement, he said the new plan might mean further development of the Lake St. John-Chicoutimi region, and that therefore it was the Government's duty to study this latest Alcan proposal very carefully.

Quebec's policy is to portion out its water power resources so that the needs of industry generally are met, including agriculture. To a one-industry region might come disaster; where there is a variety of industries, there's a better chance of meeting any crisis, the Premier said.

Because of the growth of Baie Comeau, the titanium project in the Havre St. Pierre area, the proposed railway and port development at Seven Islands in connection with the iron ore project, the area north of the St. Lawrence was divided into separate regions. The Bersimis River belonged to the Saguenay region and the Peribonca to the Lake St. John-Chicoutimi.

Dollar Position Improving More Controls Off July 1

OTTAWA (Staff) — Lower prices and merchandise variety for Canadian shoppers are indicated with the lifting on July 1 of important controls on a wide range of United States household appliances—refrigerators, radios, gramophones, washing machines, outboard motors, etc.

These items are presently banned. On July 1 they will be permitted entry under 50% quota. This means: 50% of the volume in the base period ending June 30, 1947.

Since large importers of general merchandise like big Canadian department stores have "open end" quotas which can be switched from one item to another more profitable line, it is likely that overall importations of certain appliances will considerably exceed the 50% figure.

It had been planned to remove these appliance items from the banned list on April 1, but representations were made that this would be unfair competition for Canadian manufacturers who for over two years have been unable to compete with latest developments in the U.S. because of dollar shortage.

By putting it off until July Canadian plants will get an opportunity to adjust their inventories, sales policies and production to the new conditions.

Meanwhile, if it can be shown that Canadian producers of appliances are suffering from lack of dollars to purchase U. S. component parts, they will receive special consideration. This will

(Continued on page 3, col. 6)

Import Control Changes Set For April 1

OTTAWA (Staff) — A 10% increase in the textile import quota and freeing of imports on bathroom fixtures are features of April 1 changes in import controls announced this week.

The textile cut will add 4 points to the present quota; bringing it to 44% of imports in the base period ending June 30, 1947. Estimated cost of these extra imports in a full year (using base period calculations) is about $6 million.

There has been no ban on earthenware bathroom fixtures but iron and steel fixtures have been under a 50% quota. They are now to go on the free list as of April 1. Dollar amount involved is said to be between $2 and $3 million on the basis of base period imports.

Other April 1 changes include:

1. Removal to "open permit" of a wide range of items such as perfumes, costume jewelry, etc. This means there will be no additional allocation of dollars but large importers with dollar quotas will be able to switch their imports into these new items wherever it is profitable to do so.

2. Switzerland will be designated as a soft currency or "non-

(Continued on page 3, col. 7)

SNOW BUSINESS

Freak Weather Jumbles Trade

Balmy B. C. Iced In—Quebec a Banana Belt Sans Bananas

By CLIVE CHATTOE

with Post correspondents coast to coast

From **Quebec's "snowy" Laurentian ski slopes**—Ground is all but bare. Least profitable winter the resort owners and local businessmen have experienced in 75 years. Revenue down $3.5 millions. Bewildered skiers read of blizzards on "semi-tropical" West Coast.

From **"Balmy" B. C.** — Snowslides trap trains on mountain grades when earlier drifts thaw loose; airlift goes back to work. Three cars derailed in rocky Fraser Canyon. Telegraph communications disrupted and telephone circuits dead from Vancouver to many interior points. Thousands of lumber mill workers and woods loggers drift back to winter-disrupted industry. Store shelves stripped all but bare of sports gear, winter wear and snowshovels.

From the **"Frigid" Yukon** — Whitehorse, jampacked with bundled-up Canadian Army personnel for Exercise Sweetbriar, last week basked in temperatures that would make shivering Southern B. C. drool. Daytime temperatures 15 to 18 above zero are far cry from the 30 to 50 below the troops expect to encounter in the exercise scheduled to start Feb. 13.

From **Toronto** — Abnormally mild weather a bogey to winter outfitters, blessing to fuel-buying householders and landlords. Coal men, faced with dwindling U. S. supplies of bituminous, say they mightn't have been able to meet household and commercial fuel demand if winter tougher.

That's the thumbnail sketch of Canada's garbled weather, and weather-jumbled trade, as King Winter migrated all over the place in the opening weeks of his 1949-50 reign. Here are some special aspects of the nation's weather tantrum.

Truckers and railways were having an easier job keeping food and merchandise flowing in the East, tougher and more costly than usual operation in the West.

Western towns and cities, particularly on the coast, and construction equipment dealers there have discovered a sudden shortage of plows, blowers, scrapers and the like; for many Eastern centres, something like a surplus of winter maintenance equipment and manpower has begun to show.

Current erratic jerks from the normal in regional snowfall, temperature and icing find makers and merchandisers of skis and skates, hockey gear, sleighs, toboggans and sportswear in trouble. There is an embarrassment of riches in demand on the West Coast, a bitter slump in trade in the East. Goloshes and rubbers, mufflers and heavy gloves, snowshovels and scrapers are overstocked in Ontario and Quebec; panic-scarce in B. C.

Big Stores Untroubled

Sudden dirty weather can be tough on the big stores in a period of short supply — such as when big Toronto stores were caught short of winter goods with Toronto's 23-in. January blizzard of wartime 1944. But department stores ordinarily are weather-watchful and weather-wise; carry big stocks which can be warehoused if not sold and big warehouse inventories to meet sudden extra calls.

As well, big stores like Eaton's and Simpson's, Morgan, Hudson

(Continued on page 7, col. 5)

Will Canada Lose More U.K. Markets?

Flour and Some Metal Contracts in Danger—May Barter Iron Ore For Coal — Election Prospects and What Change in Government Could Mean

By KENNETH R. WILSON

LONDON (Staff)—Shock decisions in flour, metals, coal and export "incentives" lie ahead for Canada-U. K. trade in 1950.

That's apart from the major and at the moment unexpected possibility of a change in government.

Flour: We're in danger of losing probably half our present flour contract in 1950-51.

Currently we're shipping flour to U. K. at the rate of 400,000 tons annually. But the prewar rate was nearer 200,000 tons. And with the four-year contract expiring in July we'll have a tough fight to maintain flour shipments at even the prewar figure. Britain's been rebuilding her war-shattered capacity. Also, she wants the offal from Canadian wheat for feed, etc.

Metals: Canadian metal contracts (except possibly aluminum) are under considerable pressure for the second quarter.

That's especially true of lead. Demand has fallen and U. K. stocks are larger than had been expected, thus second and third quarter lead purchases from Canada are expected to be sharply lower. Zinc purchases are also expected to be lower. Copper buying will likely be down, but not as much as the other two metals since U. K. will continue to buy special shapes only obtainable in Canada.

Coal: U. K. wants to ship 450,000 tons of anthracite to Canada in 1950, against 320,000 last year. But devaluation has cut the heart out of return Canadian cargoes, like iron ore, pit props, etc.

There's presently under review here, an iron ore-anthracite barter deal; plus a lot of pencil scratching to see how UK coal can be moved to Canada in 1950 at a price within reach of the Canadian market and without too heavy a subsidy. Last year the UK took a loss of 18s, 6d on all anthracite produced. Even then, U. K. anthracite sold at a high premium in Canada. Now devaluation has introduced a new complication which may blast UK hopes for higher shipments.

Incentives: The UK Government is quietly trying out the idea of individual "deals" which will expand Canada-UK trade in manufactured goods.

This is the so-called "4-to-1" or the "5-to-1" deal whereby a Canadian manufacturer may be assured $100 of business in the sterling area provided he can find a market in Canada for $400 or $500 of British goods that would not otherwise be sold in Canada. Several of these deals have either been arranged or pending. After the election there may be important new developments in the whole field of export incentives.

What Election Means

Underlying these important specific situations, there's the big question-mark of who will win the election and what a change in government might mean to Canadian trade relations.

If the government changes in Britain on Feb. 23, there'll be an immediate pull away from government trading and back toward private enterprise. There'll also be prompt reconsideration of guillotined Canadian exports like newsprint, apples, pitprops, etc.

The Tories are likely to deal more sympathetically with "traditional" Canadian trade than has this government. That's no criticism of able and conscientious officials of Britain's Board of Trade who in many cases have helped materially in maintaining these connections. But the top decisions in the present government are largely made in the Treasury—a department dominated by "Crippsian austerity." The Cripps personality dominates Treasury (and government policy) and it is mostly tough and coldly calculating.

As well, a win by the Conservatives would undoubtedly strengthen the hand of the long-established cartel groups which have been so dominant a feature of British industry for generations. This fact alone might set up some rigidities vis-a-vis Canadian trade which would in some measure offset the flexibility which would come from less government control.

What are the chances of a switch in government?

Right now, not very great.

Sampling by Gallup and the

(Continued on page 3, col. 1)

Inside News

Our Changing Market

How many immigrants have come to Canada since the war? To what provinces did they come — and what will it mean to marketwise planners? The second in a Post national market survey. (p. 14).

Quebec Looks Ahead

Quebec's economy is expanding in some major fields. The Post's Report on Quebec tells the story, emphasized by charts and pictures, of the vigorous development being pushed by private industry and government. (p. 21-37).

Our Constitution

Should the Supreme Court have the power to amend the constitution? What changes are needed? An authority on constitutional law gives his views in a special article for The Post. (p. 13).

Where Stand UK Liberals?

Where do the Liberals stand in the coming British election? Are they planning to work out an alliance with the Socialists? London Calling (p. 20).

	Page
Adelphi	20
Advertising Business	2
Banking News	15
Industrial Growth	8
Insurance News	17
Labor Roundup	9
Mine Development	38, 39
Provincial Roundup	10
What's New	12
You Asked Us	12

Ottawa Names Trade Adviser

OTTAWA (Staff) — Two key appointments were announced here this week by the Department of Trade and Commerce.

Hubert R. Kemp becomes trade adviser to the Department under Alex Skelton, chief of the Economic Research and Development Branch.

Dr. Claude M. Isbister, formerly assistant dominion statistician, is named director of the new International Trade Relations division of the department. This division is also responsible to Mr. Skelton.

The new division of International Trade Relations was formerly headed by Mr. Kemp under under the title "Commercial Relations and Foreign Tariffs Division." It gets a new name and a new director.

This frees Mr. Kemp for special assignments in connection with trade negotiations, special studies, etc.

Pace of Business

Department store sales increased 7% in week ended Jan. 28 over corresponding week last year. Ontario showed highest gain, 13%. Other provinces: Quebec, up 10%; Maritimes, up 6%; Saskatchewan, up 5%; Alberta, up 2%; Manitoba, unchanged; B. C. down 3%.

Unemployment insurance benefit claims in December hit 150,480, as against 124,889 in November and 114,506 in December, 1948. Benefit payments of $7,181,001 for December, 1949, compared with $5,048,373 in November.

Carloadings in week ended Jan. 28 were 64,033, down 8,183 cars or 11.3% from fourth week of 1949. Almost unchanged from third week of 1950, low figure is blamed on far western track blockages from storms, delayed lumbering in snow-scarce east.

Wholesale sales DBS index fell to 306.7 in November from 314.5 in October.

Creamery butter stocks in nine cities totaled 33,386,000 Feb. 1 as against 16,507,000 corresponding date last year, and 39,973,000 Jan. 1, 1950. Cheese stocks were up to 28,821,000 Feb. 1 over 21,171,000 Feb. 1, 1949.

Labor time lost in disputes fell to 23,700 man-working days in December, from 135,500 in November. Largest December loss: 12,000 in rubber manufacturing.

Canned fruits and vegetable stocks of canners, wholesalers and chain-store warehouses Jan. 1, 1950, rose to 5,971,800 dozen containers from 4,166,700 Jan. 1, 1949.

Refined sugar manufactures in 1949 were up to 1,385,678,700 lb. over 1,222,171,000 in 1948. Stocks were up 10.7% at year end, over Jan. 31, 1948.

Construction contract awards in Canada, January, at $56.7 millions off 22% from year ago, according to MacLean Building Reports Ltd. All classifications down except institutional-commercial, all regions except Quebec.

D. A. No. 00000
Name Mr. John Blank,
Address 00 Blank Street,
District Toronto, Ont.
T. EATON Co. LIMITED TORONTO CANADA

IT'S A BUSINESSLIKE WAY TO SHOP!

Many Canadian businessmen are taking advantage of Eaton's convenient, businesslike Deposit Account System of Shopping. They like the convenient, time-saving features it offers:

All purchases ordered on your D. A. are delivered as "PAID"—no need to pay the driver when he calls!

Your D. A. Shopping Card is honoured in every Eaton store in Canada . . . a decided advantage to men who travel!

The detailed Monthly Statement—with saleschecks, deposit slips and exchange vouchers enclosed—provides an accurate accounting of your monthly expenditures!

For complete information, enquire at
CUSTOMERS' DEPOSIT ACCOUNTS DEPARTMENT

EATON'S

GM Diesel Plant on Schedule Expect Production on June 1

Construction of the new $5 millions plant of General Motors Diesel Ltd. at London, Ont. is right on schedule, president and General Manager E. V. Rippingille, Jr. tells The Financial Post.

The company expects to move into its offices on May 1 and to start production on June 1, he adds.

General Motors Diesel Ltd. expects to get a training program going by April 1 for the development of supervisors. At present, in conjunction with the technical school at London, a welding school is being conducted which has 120 in the course and 150 on the waiting list. The company itself now employs from 60 to 70 people.

When it is operating at capacity of one locomotive daily, it will employ 1,000 but it is not expected to produce at this rate until a year after it starts production.

Classified ADVERTISEMENTS

Classified ads. cost 4c. per word and figure for each insertion. Minimum ad. 12 words. Add six words when box number is required. When replies are to be mailed to advertiser, add 10c. Classified ads. payable in advance. Contract rates on application.

POSITIONS WANTED

Chartered Accountant

IS OPEN FOR A POSITION requiring executive and managerial ability with an industrial or commercial firm. Bilingual. Box 640. The Financial Post, Dominion Square Building, Montreal.

COMMERCIAL ANALYST

PROFIT-MINDED and capable. Has produced results in marketing, engineering, and research fields. Broad academic qualifications. Age 31. Box 17, The Financial Post, Toronto.

YOUNG WOMAN, age 30, seeks position entailing responsibility and requiring initiative and ability. Thoroughly experienced in accounting and office management. Accurate and rapid at shorthand, typing and dictaphone work. Excellent references. Box Number 32, The Financial Post, Toronto.

SALESMAN

YOUNG, SINGLE, proven production record. Presently in automotive equipment field. Seeking connections which will offer better future advancement. Replies will be treated confidentially. Box 37, The Financial Post, Toronto.

POSITIONS WITH good future in the fields of sales, market research, finance or accounting required by three prospective graduates (male) in Business Administration at the University of Western Ontario this coming May. Box 34, The Financial Post, Toronto.

POSITIONS AVAILABLE

WANTED—Working Director for a Manufacturing Company with wide connections. Experience not so essential as enthusiasm and determination to succeed with a go-ahead organization. Write giving fullest particulars as to qualifications, past experience and when free to Box 29, The Financial Post, Toronto.

BUSINESS OPPORTUNITIES

DETROIT DRUG PACKAGE manufacturer closing Canadian business, entire stock materials, manufacturing equipment, trade mark and patent rights. Inventory $25,000. Must be sold at once. The Penslar Company, Ltd., Walkerville, Ont. K. W. Dingeman, Agent.

HAVE CLIENT WHO CAN RAISE $30,000 to $100,000 to invest in real estate or a business or control thereof. All replies confidential. Address enquiries to L. Kalesky, Four Province Investment Co., 300 Main Street, Winnipeg, Man.

AGENCIES WANTED

MANUFACTURERS' REPRESENTATIVE, Montreal area, can give small manufacturers good distribution. Established firm, central office location. Straight commission or other basis. Box 38, The Financial Post, Toronto.

CAPITAL WANTED

AGGRESSIVE merchandising company, selling household necessities, needs stable financial backing to continue budget plan selling. Those interested in good business venture reply to Box 40, The Financial Post, Toronto.

FOR SALE

One Factory New G.M. Twin Marine Diesel, geared to single Drive Shaft, 285 B.H.P. at 1800 R.P.M. Your Station only $7250.00

One 150 B.H.P. at 1200 R.P.M. 1330 inch Displ. connected to Delco D.C. Gen. 100 K.V.A. Only $8000.00

One 12 Cylinder G.M. V type Diesel, 750 R.P.M. 900 B.H.P. 6809 Piston Displ. Only $16000.00

One Factory New 12 cyl. V type Diesel, 450 H.P. at 1200 R.P.M. Only .. $19500.00

Two only Guiberson Air-Cooled Diesel Engine, 150 B.H.P. at 1800 R.P.M. Extension shaft. Out-board bearing. Only $4500.00

See if you can duplicate these Prices. For further information Write

Larder Equipment Company Limited
89 Govt. Rd. W., Kirkland Lake, Ont.

Rifles at Wholesale Prices

.303 BRITISH ENFIELD Converted Sporting Models; High-power precision repeaters; 6 and 10 shot models; barrel up to 30"; excellent condition; guaranteed; $37.50 each. Also unconverted Military Models in excellent condition, fine for remodelling $27.50 each. Will ship C.O.D. Write Sportsmen's Wholesale Supply, 2098 St. Catherine St. W., Montreal 25, Que.

NOTICES

ARISTA PRODUCTS LIMITED

CERTIFIED COPY OF BY-LAW NUMBER 46

WHEREAS it is deemed expedient to change the location of the Head Office of the Company.

NOW THEREFORE be it enacted by and as a by-law of Arista Products Limited that the location of the Head Office of the Company be and the same is hereby changed from the City of Toronto, in the County of York, to the Village of Grafton, in the United Counties of Northumberland and Durham, in the Province of Ontario.

WITNESS the Corporate Seal of the Company this 21st day of December, 1949.

(Seal) D. S. ARCHER, President.
CARL J. WILLIAMS, Secretary-treasurer.

I, CARL J. WILLIAMS, Secretary-Treasurer of Arista Products Limited, do hereby certify that the foregoing is a true copy of a By-law changing the Head Office of Arista Products Limited, duly passed by the Directors of the Company on the 21st day of December, 1949, and unanimously confirmed by all the shareholders of the Company at the annual meeting thereof held on the 21st day of December, 1949.

IN WITNESS WHEREOF I have hereunto set my hand under the Corporate Seal of the Company this 25th day of January, 1950.

(Seal) C. J. WILLIAMS, Secretary-Treasurer.

Ottawa-Dominion Coal Co. Near Agreement on Loan

MONTREAL (Staff) — Announcement of the terms of an agreement between the Federal Government and Dominion Coal Co. regarding a multi-million dollar loan to aid the company's mechanization program is expected within the next couple of weeks, The Financial Post understands.

At the moment, details are still being worked out in connection with the loan, which was made possible by federal legislation passed at the last sitting of the House designed to aid the Maritime coal industry. Under the act, the government may lend up to $7.5 millions on one project, and a total of $10 millions altogether, to Maritime coal operators.

Dominion Coal, producer of over 85% of Maritime coal output, is expected to ask for approximately $7.5 millions over a five-year period, to be repaid in full at the end of 15 years. Savings from the modernization have been estimated at $1.50 to $2 per ton, and the company must set aside 30 cents a ton on every ton mined to pay off the loan. Loan would probably bear interest of 3% or less.

In addition to the government loan, company would put up at least half as much again towards the cost of its modernization project. Among items for which capital outlays are needed are coal-cutting, haulage and ventilating machinery for underground work and a washing plant.

Purpose of the loans is to aid Maritime coal producers to offset their increasing costs of operation. Last year Dominion Coal output was at its highest level since wartime (1941) despite the closing down of two of its old collieries. Increased production (3.8 million long tons vs. 3.4 million in 1948) reflected the coming into operation of new mechanized equipment during the year.

However, costs have increased as the company has had to go farther and farther down for its coal, and late this year it installed a new giant 1,800 hp mine hoist to haul coal cars to the surface. This hoist and another one of the same type also owned by the company, are the largest mine hoists used in underground operations anywhere in the world.

The government loan will be for new modernization work still to be done.

Railways Hope Early Decision On Rates Bid

MONTREAL (Staff) — The railways were looking forward this week to an early decision on their application for a 20% increase in freight rates. Hearings before the Board of Transport Commissioners, resumed last week, were expected to end by week end.

An interim increase of 8% was granted last fall but C.P.R. appealed to the Supreme Court of Canada on the grounds that the board had failed in its duty when it postponed final judgment until after completion of the Royal Commission hearings. Supreme Court agreed with the railway.

In its final argument this week, C.P.R. urged that the Board move quickly to remedy what it claims are losses caused by delays in granting increases. It held that in three years it had lost $90 millions in revenue it should have had if rates had been at levels which would permit proper operation; net earnings before taxes had fallen during the period from $34.9 millions in 1947 to $27.1 millions in 1948 and $25.1 millions in 1949.

When the Board ruled in favor of a 21% increase in March, 1948 the Board had based its judgment on the assumption that traffic volume and operating costs would remain the same, CPR counsel said. But costs had skyrocketed with the subsequent 17-cent-per-hour wage increase granted after the rate increase. If the Board had known what it now knows about the future cost picture, it probably would have granted them more than 21%, counsel argued.

$6 Million Orders From Britain For B.C. Lumber

OTTAWA (Staff)—British Columbia yards will supply about 95% of U. K.'s west coast lumber requirements for the first half of 1950 it's understood here.

The British will be using ECA funds for the purchase which totals around $6 millions at an average price of $70 per thousand board feet. The contracts call for 82 million board feet out of a total British requirement for the period of 87 million, the rest to be obtained from U. S. sources.

The B. C. yards got the bulk of the order because of lower prices than the U. S. made possible by devaluation of the Canadian dollar. Contracts were mostly for Douglas fir with some hemlock and cedar.

Expect New Financing For Dominion in U. S.

OTTAWA (Staff)—Out of public funds this year must come around $1 billion for redemption of government bonds, loans. Another $1 billion is callable. This total of around $2 billions is the highest for any one year the Government has ever been called upon or might be called upon to pay out in redemption of financing.

That this is so should cause no alarm. The Government could and would, if need be, find means of refinancing. The nation's credit still stands high in American and other overseas investment circles as of course among her own people. And while no one in authority here will confirm—or deny—it the proposal is that we will be seeking American money in the spring, of a sizeable amount.

What is it the Government owes and must pay out?

Here are the details as shown in public accounts for 1949 just released:

Biggest item is the 1¾ loan of 1946. $400 millions is outstanding and maturity date is Nov. 1, 1950. Next there is the 1½ loan of 1948 for $325 millions due March 1. The Ninth Victory Loan, 1945, at 1¾ is due Nov. 1 and shows $335,690,000 outstanding. Then there is the first war loan of 1940 with $49,991,850 outstanding, due Feb. 1.

This makes a total of $1,110 millions.

On top of this are these callables:

The 3% victory loan of 1941, with $649,969,592 outstanding due June 15, 1951, but subject to redemption in whole or in part at 10% on or after June 15, 1950, at any time on 60 days notice.

The 3% second war loan of 1940, due Oct. 1, 1952, with $324,925,700 outstanding and subject to redemption as whole or in part on Oct. 1, 1949, or on any subsequent interest date on 60 days notice.

The 3% loans of 1935 dated June 1 with $40 millions outstanding and of 1935 dated Nov. 15 with $55 millions outstanding. Due dates on both are June 1, 1955, but they are subject to redemption as a whole on June 1, 1950, or on any subsequent interest date on 60 days notice.

The 4½% conversion loan of 1931 with $289,693,300 outstanding and due Nov. 1, 1959, but subject to redemption as a whole as of Nov. 1, 1949, or any subsequent interest date on 60 days notice.

The 4% loan of 1940 with $100 millions outstanding due Oct 1, 1960 (in New York), but subject to redemption as a whole on Oct. 1, 1950, or any subsequent interest date on 60 days notice.

Speculation is heavy on this last item. It's generally conceded—though no one will publicly admit it—that this last item will be redeemed at Oct. 1 and that the purpose of recent visits to New York of high finance officials was in fact to refinance this item at lower than the present 4%.

STANDARD PAVING & MATERIALS LTD. advises an additional 1,730 preferred shares have been surrendered for conversion into 3,460 common shares. This reduces preferred stock outstanding at Feb. 6, 1950, to 48,017 shares excluding 265 shares reserved for exchange of preferred shares of Consolidated Sand & Gravel Ltd. not yet surrendered. Common stock now outstanding amounts to 189,318 shares.

ADVERTISING

Account Appointments, Plans And News of Personnel in the Canadian Advertising World

Tandy Advertising Agency Ltd. (Toronto) handles first national consumer advertising for the "Rocket" power lawn mower, made by Maxwell Ltd., St. Mary's Ont. Use national magazines, hardware trade papers, free mat service for local tie-in advertising.

* * *

Erwin, Wasey of Canada Ltd. (Toronto) reports increased advertising program in 1950 for Kreml Hair Tonic and Kreml Shampoo. High frequency insertions for tonic will appear in a national magazine and 21 dailies. Shampoo will be featured in 58 English and French newspapers through a syndicated weekly shopping column.

* * *

Walsh Advertising appointed to direct advertising and sales promotion for Beach Foundry Ltd., Ottawa. Plans for 1950 will cover all units of Beach line: gas, electric and coal-and-wood ranges, as well as air conditioning equipment, furnaces, and oil-burning units.

* * *

O'Brien Advertising Ltd. (Vancouver) handled promotion for Radio Station CKNW's opening of new studios in New Westminster and Vancouver, simultaneously on Feb. 1.

* * *

Alford R. Poyntz Advertising Ltd. (Toronto) appointed by Simplicity Products Ltd., Hespeler, Ont., to direct advertising on company's line of washing machines with full pages in trade publications and direct mail, as well as co-operative dealer plan of newspaper advertising.

* * *

Muter, Culiner, Frankfurter & Gould Ltd. (Toronto) now handles Joseph Gould & Sons Ltd., Toronto, makers of casual wear and rainwear for men and women under the Gould label and producers of Sun Valley sport shirts and slacks. Plans for spring and summer include color insertions and national magazines and four-color full pages in rotc. Also dealer advertising, displays, etc.

* * *

E. W. Reynolds Ltd. (Toronto) directs campaign for Godfrey Davis Ltd., car hire, of London Eng. (with offices in British Isles and throughout the continent) in Canada. Sales agent here will be Hertz System.

* * *

Erwin, Wasey of Canada Ltd. (Toronto) 1950 spring campaign for Lydia E. Pinkham Medicine Co. includes insertions in nearly every issue in eight magazines, three weekend papers, seven farm publications, 306 weekly newspapers, plus three-four insertions a week in 52 dailies. Saturation spot campaign on one Ontario radio station will run for three months. Distributor is J. M. Inwood Ltd., Toronto.

ANNOUNCING

Important Appointments in Canadian Industry, Finance, Business and Government

B. C. Gov't. (Victoria)—Hon. J. J. McCann, minister of mines and technical surveys (new).

Henry Birks & Sons (Ontario) Ltd. (Toronto)—John F. Ellis, managing director.

Bristol-Myers Co. of Canada Ltd. (Montreal) — G. Walter Brown, managing director; C. George Heath, assistant vice-president and assistant secretary.

Burnett Ltd. (Montreal) — Roddy Choquette, president.

Canada Health & Accident Assurance Corp. (Waterloo, Ont.)—James Macdonald, director and treasurer.

Canadian Council of Fur Associations (Montreal)—Michael Morris, president (new).

Canadian Durex Abrasives Ltd. (Brantford, Ont.)—M. D. Galbraith, assistant Toronto regional sales manager.

Canadian Institute of Surveying & Photogrammetry—W. Humphreys (Winnipeg), president.

Canadian National Railways (Montreal) — Stanley F. Dingle, vice-president in charge of operation.

Canadian Pacific Railway (Montreal) — Gordon H. Kerr, assistant foreign freight agent, Charles G. Jordan, assistant general passenger agent, Harry Newton, passenger traffic representative, all of Vancouver; Walker W. Gosnell, general passenger agent at Seattle; J. M. Alderson, district passenger agent, Coast Steamship Service; W. G. Dyer, assistant engineer, maintenance of way, prairie and Pacific regions (new).

Canadian Retail Federation—Harold A. Smith (Hamilton), president.

Continental Can Co. of Canada (Montreal) — R. H. Brown, sales representative at London, Ont.

Dominion Securities Corp. Ltd. (Toronto) — Douglas C. Newton, manager, Calgary branch (new).

S. Drexel Co. (Vancouver)—Alex F. C. Ross, sales manager.

Federal Fire Insurance Co. of Canada (Toronto)—Hugh D. Scully, a director.

General Supply Co. (Hamilton)—Charles D. Clarke, joins engineering and sales staff.

Gooderham & Worts Ltd. (Walkerville, Ont.) — George Kuhn, manager for Manitoba and Saskatchewan.

International Bank for Reconstruction and Development (Washington) — Louis Rasminsky, executive director.

Lounsbury Co. Ltd. (Moncton)—C. C. Hayward, president; A. R. Clark, board chairman.

Maritime Life Assurance Co. (Halifax) — Ray T. Forbes, Roy F. Young, F. Nickerson, A. M. Murphy, Donald McInnes, directors.

Mercury Mills, Ltd. (Hamilton) —W. Alexander, executive vice-president; H. J. Kennedy, comptroller and treasurer.

Montreal Trust Co. (Montreal)—Robert H. B. Ker (Victoria, B.C.), a director.

Mutual Benefit Health & Accident Association (Toronto) — R. W. Shepard, assistant to the vice-president.

North American Life Assurance Co. (Toronto) — Lindsay S. Mackersy, a director; E. D. Gibb, D. T. Weir, associate actuaries; A. R. McCracken, assistant actuary.

Ontario General Contractors Association (Toronto) — C. J. Hewitt (Toronto), president; William Pigott (Hamilton), R. W. Teagle (Toronto), vice-presidents.

Robert Simpson Co. (Toronto)—R. C. Gibson, general manager, mail order division.

Sovereign Life Assurance Co. of Canada (Winnipeg)—H. M. Meiklejohn, managing director.

Tanners Association of Canada (Montreal) — Reinhold A. Lang (Kitchener, Ont.), president; P. L. Duggan (New Toronto), vice-president.

Windsor Lumber Co. (Windsor)—Hon. William Griesinger, president and treasurer.

Young & Rubicam, Ltd. (Toronto) —Harold D. Roach, joins firm as executive.

Retirements

B. C. Telephone Co. (Vancouver) —James H. Hillier, general sales manager.

Canadian Pacific Railway Co. —Hugh Fletcher, assistant foreign freight agent at Vancouver.

Canadian Retail Federation —George S. Hougham, general manager.

Sovereign Life Assurance Co. of Canada—E. Atkins, general manager.

Obituaries

A. J. Andrews, 98, Winnipeg, dean of the Manitoba bar, Riel Rebellion veteran, former mayor.

William V. Bulloch, 87, Gananoque, Ont., former president, Parmenter & Bulloch Manufacturing Co.

Thomas L. Church, 77, Toronto, veteran Conservative M.P., seven times mayor.

Joseph A. Hilts, 68, Edmonton, branch manager for Massey-Harris Co. Ltd.

H. J. Main, 64, Montreal, assistant to vice-president of CPR.

Senator St. Pere, 73, Montreal, 18 years Liberal M.P. for Montreal-Hochelaga.

New UK Deal Ties BWI Sugar Next 8 Years

OTTAWA (Staff) — At present prices there would be a handsome profit to the British Ministry of Food in the 1950 contract offered to BWI and other colonial sugar producers.

The producers have been urging a 10-year guarantee. Instead the British have offered a five-year contract to start in 1953, when present arrangements end.

Price basis of the new contract—to run for five years from 1953 when present arrangements end—is reported as being 12% above the 1949 price for 1950 crop sugar. Subsequent year's prices are apparently to be negotiated on the same basis but with allowance "for any further reasonable increases in cost."

The new 1950 basis, as interpreted here, means that B. W. I. growers will be paid in sterling at a price equivalent in Canadian dollars to about $4 per cwt. The present world price of Cuban sugar is $4.50. Allowing for the British preference, this means a real price to the British for Canadian purchases of about $5.10 to $5.25.

This "spread" of $1.10 to $1.25 per cwt. on 1950 crop is presumably offset against the fact that the British have now put a $4 floor under B. W. I. and colonial sugars for the next eight years. The new agreement does not include South Africa or Australia—only B. W. I. and other colonial areas.

Buying Habits Complicated

For Canadian sugar refiners (now on their own for 1950) the U. K. guarantee means some complication in buying habits and procedure. The Canadian trade requires to buy raw at prices that are in line with world prices (after allowance for the British preference).

It also requires to buy sugar on a basis that equalizes prices as between individual refiners. The fact that there is one single selling agency for the B. W. I. crop had led to suggestions for a central buying agency or brokerage facilities for the Canadian trade to replace the Canadian Government buying which handled all sugar during the war and until this winter. At present, purchases for 1950 delivery are being handled individually.

Short Position Rises On T.S.E.

Semimonthly short position report of the Toronto Stock Exchange as of Jan. 31 shows aggregate short positions, eliminating odd lots, on the books of member firms at 502,525 shares of 149 issues, compared with 462,660 shares of 141 issues on Jan. 14.

Largest net changes from previous compilation in individual mining stocks were:

Stock	Change	Stock	Change
Magnet	+15,000	MacLeod	+9,800
Sherritt	+11,000	Donalda	—5,000
Chem. Res.	+10,900	MacDonald	—5,000
Norlartic	+10,500	East Sull.	+4,600
Hosco	+10,000	Nicholson	—4,500

Largest changes in industrials were:

Stock	Change	Stock	Change
Massey-Har.	+575	Imp. Oil	—500
Abitibi	+525	Int. Paper	+475
		Can. Cement	+300

St. Andrews Golf Share Offer Made

Shareholders of the St. Andrews Estate & Golf Club Ltd. were sent a letter last week by R. N. Bryson & Co. enclosing an option providing them with the opportunity to sell their shares for cash. Prices were $1 per share of first preferred, 40c per share of second preferred and 50c per common share.

The option will be exercisable at any time within 120 days from its date by a notice mailed and addressed to holders. Purchase of the shares is conditional upon at least 66 2/3% of the outstanding issued shares being offered and deposited in escrow with the Canadian Bank of Commerce, Head Office, Toronto within 90 days and payment being made within the 120 days.

Holders Approve Stelco Stock Split

Shareholders of Steel Co. of Canada unanimously approved the subdivision of the company's shares on a five-for-one basis, at a special general meeting this week.

When supplementary letters patent have been granted confirming this action, capital stock will consist of two million preference shares, par $5, of which 1,299,260 will be outstanding and three million no par value ordinary shares of which 2,300,000 will be outstanding.

Shareholders will be notified with regard to the exchange of their certificates and the date on which the new certificates will be available.

for every man who wears gloves . . .
the gloves he wants are at
Simpson's
the store for men
TORONTO
STREET FLOOR
from 2.75 to 8.99

VIRGINIA DARE LIMITED
DIVIDEND NOTICE
Preference Shares

A dividend of Thirty-one and one-quarter Cents (31¼c) per share on the 5% Cumulative Redeemable Preference Shares of the Company has been declared for the three months ending March 1st, 1950, payable on March 1st, 1950, to Shareholders of record February 17th, 1950.

By Order of the Board.
G. I. TAYLOR, Secretary.

Toronto,
February 6, 1950.

UNIVERSAL COOLER COMPANY LIMITED
PREFERENCE DIVIDEND NO. 1.

Notice is hereby given that the First regular quarterly dividend, for the quarter ending on the fifteenth day of February, 1950, of one and one half per cent (1½%) has been declared on the outstanding 6% cumulative participating redeemable preference shares of the Company, payable February 15, 1950, to shareholders of record at the close of business on February 3, 1950.

By Order of the Board.
A. D. HALL, Secretary.

Brantford, Ontario.
February 1, 1950.

MR. GENERAL MANAGER!

Are you looking for a trained and efficient PERSONNEL-EMPLOYEE-RELATIONS SUPERVISOR?

Young man, 35 years of age, now available. Conversant with the various aspects of Personnel- Employee- and Public-Relations, including Industrial, Labour & Social Research, Employee Benefits interpretation and administration, Wage & Statistical Surveys, Employee Training, etc.

I can come to you with an excellent record in my field and will welcome an opportunity to discuss with you any position which offers scope for exercise of organizational and supervisory ability and room for ultimate further development in an executive capacity.

A prompt answer will be accorded all communications addressed to—

BOX 39, THE FINANCIAL POST, TORONTO

HARDWARE BUSINESS

Old established organisation with extensive Province wide connections, the owner of which wishes to retire. To be sold as a going concern with 4 storey building in perfect condition situated in downtown Montreal. The turnover is substantial but possible of expansion with aggressive management. Particulars will be gladly given to "bona fide" enquirers.

GUARDIAN TRUST COMPANY
618 St. James St. West, Montreal
Contact C. L. Abbott

MAYFAIR

AT LEAST 12 CHAIRMEN OR PRESIDENTS OF LARGE CANADIAN BUSINESSES

ARE PICTURED RELAXING WITH FRIENDS IN FEBRUARY MAYFAIR, NOW OUT

Mayfair is about successful people. It is read by successful people. Successful advertisers keep on using it.

NOW ON SALE AT THE GOOD NEWS STANDS
MAYFAIR MAGAZINE
DOMINION SQUARE BLDG., MONTREAL,
481 UNIVERSITY AVENUE, TORONTO.
A Maclean-Hunter Publication.

DUN & BRADSTREET of CANADA, Limited
The Mercantile Agency
ESTABLISHED 1841
20 Offices in the Dominion

For Sale by Tender
46,500 square feet of Industrial Space at OWEN SOUND

Reinforced concrete and brick buildings with railway sidings and high pressure steam. Full particulars on application to the undersigned. Offers to Purchase must be received by February *23rd*, and must be accompanied by a certified cheque for 10% of the offered price, made payable to the undersigned.

The Owners reserve the unqualified right to reject any or all offers received.

W. H. BOSLEY & CO.
28 Adelaide St. W. Toronto
WAverley 1031

Will More Markets in U. K. Be Lost to Canadians?

(Continued from page 1)

Daily Express has shown a marked trend away from the Conservative since last October and November. Last week the Gallup monthly percentages (which had been 48% Conservative and 38% Labor in November) had swung to 45½% Labor and 44% Conservative.

The Daily Express poll (which was 54% Tory and 36% Labor in October after devaluation) had swung by Feb. 3 to 47½% Conservative and 42½% Labor. The Labor swing has been rising sharply and steadily ever since announcement of the general election on Jan. 11.

As well, the second question on the Express poll is this: "Regardless of how you will vote yourself, which party do you think will win the general election?" The latest return shows a consistently strong swing toward Labor with 62% now expecting Labor to win, against 50% in November.

Curiously, to those of us in Canada who look on this as a very exciting contest, the professional British view is that this will be a dull and uninteresting campaign.

One observer told me that if Labor hadn't been obstinate in insisting on iron and steel nationalization, there wouldn't be much of an argument at all.

Labor Hard to Beat

Of course a lot may happen between now and Feb. 23.

And it does seem as if the Labor principle of "Fair Shares" is going to be difficult if not impossible to beat down at a popular election.

It looks now as if the Conservatives will come back with at the least a very substantially increased representation; they may even be close in total seat strength to the present government because of the very narrow margin which could swing 50 to 100 key constituencies.

But internally Britain is still riding high on the rigidly-controlled benefits of a postwar production boom. She's been able to do this in part because of Marshall Aid, and also because big tough prewar competitors like Germany and Japan have so far been out of the picture.

Add to this the willingness of the Britisher to be rationed and disciplined so that goods may go for export; plus the government's insistence on share and share alike, and the result is a busy little island that's steadily improved its internal position since I was last there in 1947.

Outside this appearance of domestic prosperity, there are big and menacing imponderables in the overall outlook which will be discussed subsequently. These are matters which intimately affect Canada. They have to do with balance-of-payment figures, unrequited exports and the like.

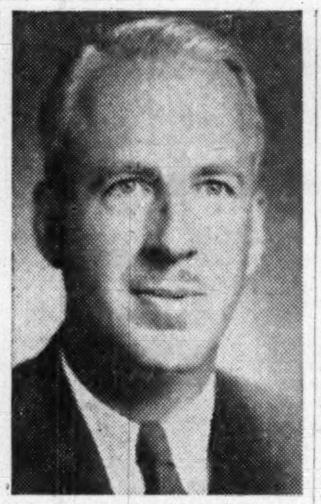
But as was noted in an earlier despatch from this capital, these things don't reach down to the little guy. Not yet, anyway.

Espanola Mill May Stay Open

Due under court injunction to close by April 4, KVP Co.'s mill at Espanola, Ont., may be permitted to remain open. The Ontario Government, it is understood, is working on legislation to be presented to the Legislature soon after its opening Feb. 16. The injunction was granted after the paper-making company was found guilty of polluting the waters of Spanish River.

R. A. Hayward, president of KVP Co. and of its parent company, in commenting on the recommendation for appointment of a Royal Commission to study the problem of stream pollution stated:

"Our company is fully in accord with the appointment of a Royal Commission for this purpose. We have also given assurance that we will continue to press every effort to eliminate pollution of the Spanish River. We have already spent over $250,000 in this effort and two of the original six plaintiffs have voluntarily withdrawn their complaints, declaring themselves satisfied with the results we have obtained. We will pursue this effort by every means known to science. We are also prepared to compensate the remaining four plaintiffs for any actionable damage suffered by them."



STANLEY F. DINGLE

has been appointed vice-president in charge of operations, Canadian National Railways.

4 FECB Complaints Laid Against Cardy

Just a week after Vernon G. Cardy sold his hotel chain for a reported $4.5 millions, four complaints were laid against him in Montreal charging violation of FECB regulations to the tune of $500,000. Sale of the five hotels and mountain resort is not involved in any way.

The summonses allege the offenses occured between February 9, 1947, and two weeks ago. The first charge refers to a $200,000 transaction; the second, that he failed to declare immediately ownership or possession of $182,500 U. S. funds.

It is also charged that he transferred $103,500 in securities or a right title or interest in them to a nonresident of Canada without FECB permission. The fourth charge alleges illegal use of $35,000 in foreign exchange to settle a debt with a nonresident.

Branch of Chicago Firm Expanding Product Line

Elgin American Co. of Canada, Toronto, making cigarette cases, cosmetic compacts and dresser sets in leased premises, this week announced a plan to gradually double its working force of 50, start making cigarette lighters and lighter cases among other additional products. Elgin American, subsidiary of Chicago's Illinois Watch Case Co., headed by Allen B. Gellman, opened its Toronto plant last summer under management of H. J. Osborne.

See Stiff Trade Battle Ahead For Canadians in S. America

(Continued from page 1)

are stepping up their campaign.

To lower price tags resulting from devaluation the Italians have added another gimmick in their Venezuela drive. Oil-rich Venezuela is the one country in Latin America that has plenty of U. S. dollars to spend. With a black market rate in Italy for U. S. dollars that's much above official rates, Italian manufacturers are able to cut prices still farther to Venezuelan customers, thus further underselling Canadian competitors.

The Germans have another angle: They're doing a lot of selling on consignment, a practice few Canadian exporters care for as a method of doing business abroad.

Distress Selling

In a few British lines, notably household utensils, there's quite a bit of distress selling by small firms that started up in the postwar period and now want to get out at any cost. Canadians find this kind of competition hard to take.

In general terms, Canadian exporters in most lines of consumer goods are finding that they must take 10% to 15% price cuts, must offer better terms, various extra inducements to most of their Latin American customers to hold on to business and many are reported to be falling into line.

What's the outlook?

In summary, this is what prominent exporters doing volume business in Latin America told The Post:

Provided we meet competition on its own terms, continue to go out after the business, recognize that we have to do a much more intensive selling job, give the market what it wants, when it wants it—as our competitors are doing—we ought to get our share of the market. But the fact must be faced that competition is now much more severe, we've a tougher time ahead than ever before.

Government Controls

In so far as import restrictions are concerned in Latin America the picture is beginning to look brighter.

Colombia, (Canadian Sales — $8 millions last year) benefiting from a firm coffee market, has about $100 millions to spend this year, is expected to ease up on controls.

Brazil, (Canadian Sales—$16.5 millions last year) for the same reason and because of increasing U. S. investment is expected to loosen up toward summer.

Venezuela, remains wide open although this country remains the area of fiercest competition, and likely will become increasingly so.

Smaller markets where the Canadian exporter should find the going not too tough are: Salvador, Guatemala, Honduras, Puerto Rico, Panama, Cuba, Curacao.

Said John Marsh, Canadian Exporters Association general manager:

"There's no doubt things are tightening up all over for exporters of Canadian manufactured products. The feeling among many of our members is that not enough emphasis is being placed by the Government on the importance to the national economy of the manufacturing exporter in its approach to international trade problems now facing Canada, and the time has come for the Government to declare its policy in light of fast-changing conditions which are resulting in many of our smaller manufacturers going out of export business altogether."

Look For It Here

Feb. 11, 1950

REGULAR FEATURES

Adelphi 20
Banking 15
Editorials 6
Grains 14
Industr'l Growth 8
Insurance 17
Investments . . 4, 5
Labor Roundup. 9
Market C'ment . 19
Mining . . . 38, 39
Others Say . . . 6
Oil Production . 14
Post Scripts . . . 6
Prov. Roundup . 10
The Question . . 11
Quotations . . . 18
What's New. . . 12
You Asked Us . 12

INDUSTRIALS

Aluminum Co. . 15
Abitibi P. & P. . 12
Brockville Tr. . 27
Beauharnois . . 12
B. A. Oil . . . 7, 12
Bell Telephone . 5
B. C. Electric . . 5
Brewers & Dist. 4
Brazilian Trac. . 4
Candn. Aniline . 20
Chart. Trust . . 36
Consumers' Gas 15
Col. Asbestos . 12
Dom. Oilcloth . 15
Dofasco 5
Dom. Sq. Corp. . 5
Equitable Life . 9
Famous Players 15
Grey & Bruce . 4
Grt. West Life . 17
Indust. Mtge. . 12
Inter. Harvester 4
Inter. Paper . . 4
Indust. Accept. 4
Mutual Life . . 20
Mid. & Pac. Gr. 29
Northern Trusts 37
National Life. . 17
Okanagan Tele. 5
Premier Trust . 15
Sterling Trusts . 27
Shawinigan Pr. 5
Taylor Forge . . 14
Toronto Mtge. . 9
Universal Fur . 26
Waterloo Trust . 24
Western Grain . 12

MINES AND OILS

Allenbee Petrol. 9
Bonetal 39
Broulan Porc. . 39
Campbell R. L. . 39
Cheskirk Mines 9
Dexter Red L. . 39
Dome Mines . . . 16
East Malartic . . 9
El Sol Gold . . . 15
Floregold R. L. 34
Giant Y'knife . 39
Inter. Pete. . . 4
Kirk. Golden G. 15
Malartic G. F. . 38
MacLeod-Cock. . 38
Pacific Pete. . . 38
Powell Rouyn . 38
Perron G. M. . . 34
Quemont 39
Queenston Gold. 39
Roybar Gold . . 31
Sigma Mines . . 7
South Brazeau . 9
Stadacona Mines 12
Tower Petrol. . 38
Un. Mic Mac . . 16
Vulcan Oils . . . 39

More Controls Off July 1 On U.S. Imports

(Continued from page 1)

include additional dollars for tooling etc., if required. Refrigerator manufacturers, for example, received an extra 25% dollar allotment Jan. 1. This gives them $62 (U.S.) per unit against an original allotment in 1948 of $40. Until Jan. 1 the allotment was $51. When import controls were first introduced in November, 1947, the estimated value of prohibited goods was about $150 million. With completion of the present removals on July 1, the estimated base percentage value of goods still on the prohibited list will be about $25 million. These are chiefly pork and pork products, cut flowers, electrical lighting fixtures, soft plastic sheeting, amusement machines, comic and pulp magazines.

Departmental officials estimate that the new relaxations, when effective, will about cross the halfway mark in getting rid of controls under Schedules I and II.

Other items affected on July 1 fall mainly into two categories.

1. Removal of the ban on all remaining food, with the single exception of pork and pork products.

2. Placing under open permit (No. 140) all small electrical appliances like mixmasters, ironers, etc.

3. Foods chiefly affected by the July 1 easement will be canned vegetables, dried fruits, canned soups, etc.

Little Effect Seen

Radio and electrical appliance manufacturers in Toronto seem to think the easing of import controls will have little or no effect on market conditions.

A radio maker said only one U. S. firm could qualify and its imports would be negligible against 1949 Canadian radio production of 729,970, 30% above 1948 but nearly 40,000 short of the 1947 record.

To a lesser degree, the same thing holds true for refrigerators and washing machines. Because they couldn't meet demand in their own country, few U. S. manufacturers bothered with the Canadian market in the base period. Under a 50% quota only a handful would come in.

MR. EXECUTIVE
in TORONTO
RENT A
U DRIVE
ALL CARS INSURED
CALL WA. 1111
77 DUNDAS ST. E.
DOMINION U DRIVE

Import Changes For April 1

(Continued from page 1)

scheduled country" for purposes of import control.

This gives an important break to a country which has been in a very difficult position vis-a-vis Canadian trade ever since Nov. 17, 1947. The idea of "discriminating" in favor of Switzerland has been discussed with U. S. authorities on the basis that Canada is one of the very few countries trying to work its way out of import restrictions; and that our willingness to help Switzerland in this regard is evidence of good intentions on our part and of our anxiety to get rid of all import controls as quickly as possible.

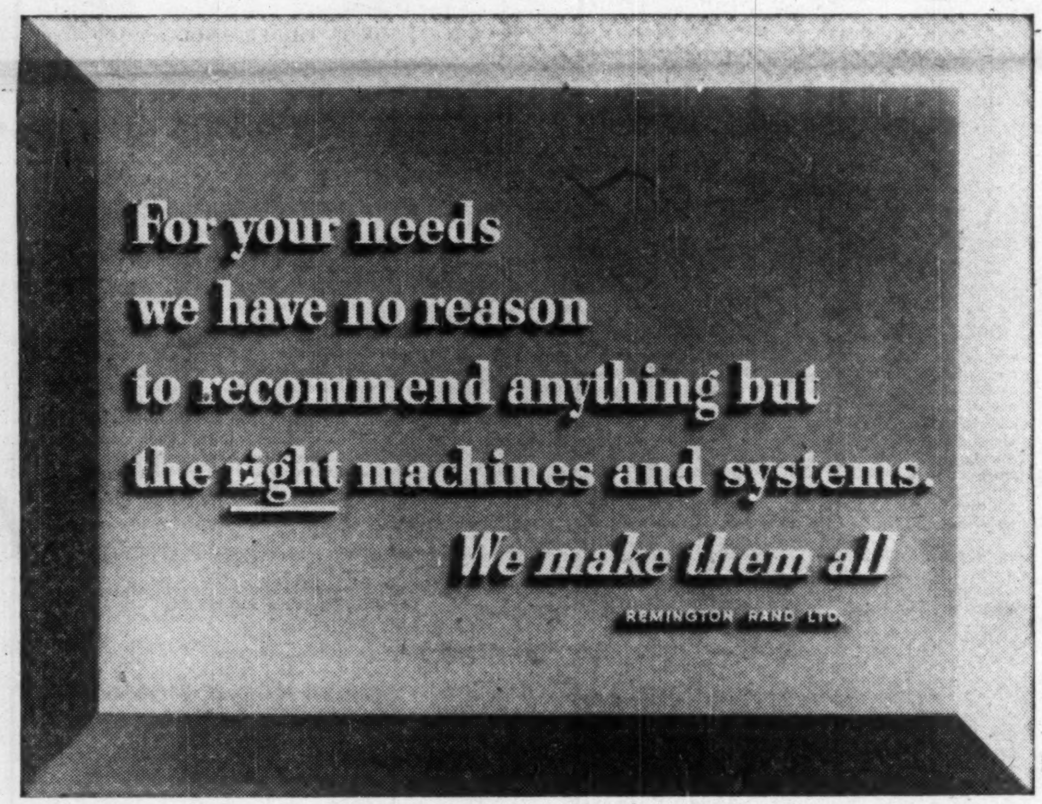
3. All cocoa and coffee products "except chocolate confectionery" to be freed competely of import controls.

Coffee had been free when imported from countries of origin. The new order will permit small importers to bring in coffee from New York for blending purposes, etc. Freeing of cocoa butter will prevent U. K. shipments from coming in under quota. They had already exceeded the quota allotment which applied to both scheduled and non-scheduled countries.

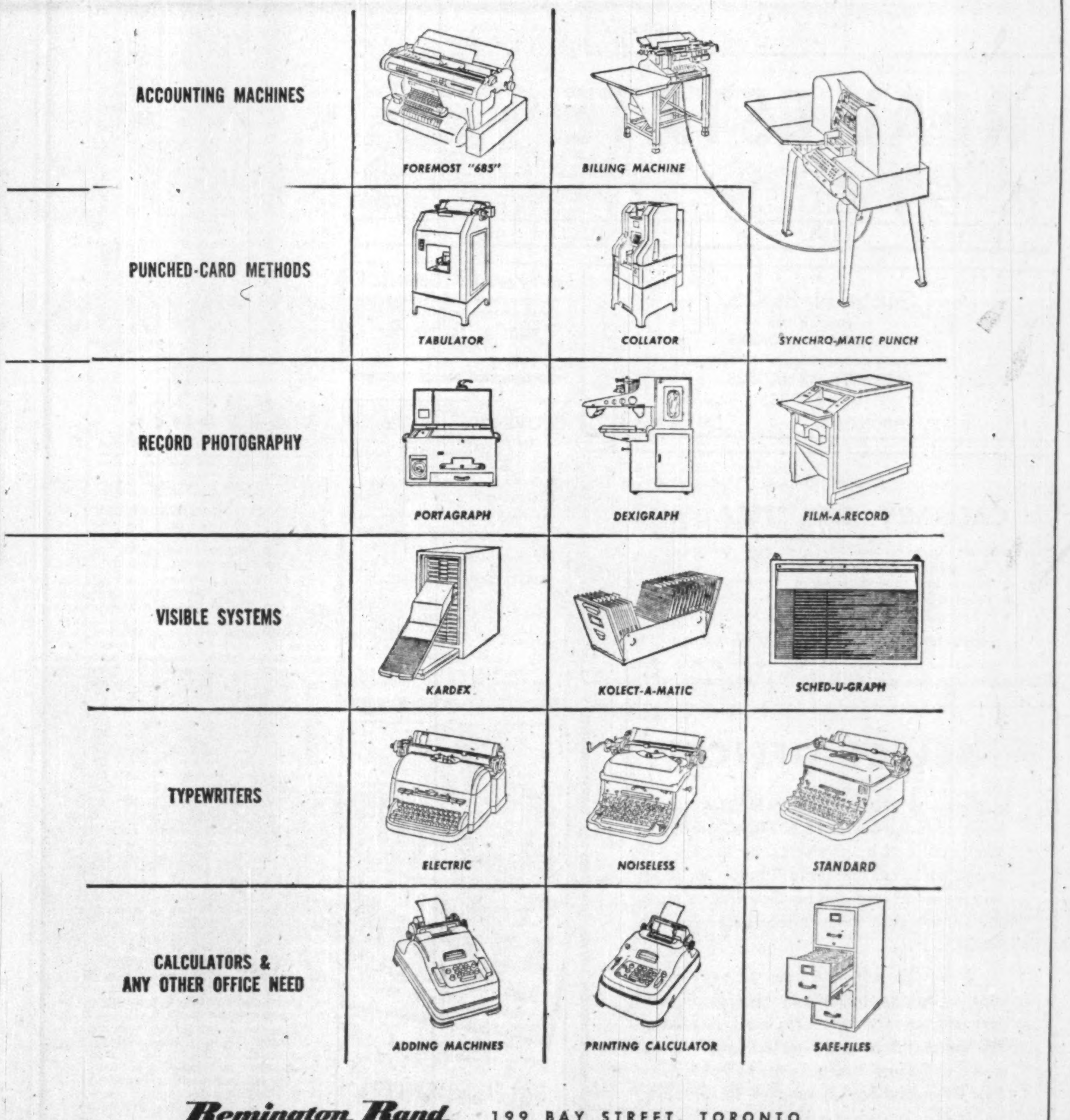
4. Pyrex and electric light bulbs which were formerly prohibited under general category IV under open quota. Paper products: printed labels will be put on the free list as of April 1. All other paper items such as dishes, cups, etc., will go on open general permit to non-scheduled countries and will be chargeable against existing quotas in category four for scheduled countries.

Behind the new easements and those also announced for July 1, is a general official view at Ottawa that Canada can now afford to be "moderately optimistic" about import controls.

The original easing policy was introduced about a year ago. The sudden drain on dollar reserves last summer caused a temporary tightening up.



For your needs
we have no reason
to recommend anything but
the right machines and systems.
We make them all
REMINGTON RAND LTD.



ACCOUNTING MACHINES
FOREMOST "685"
BILLING MACHINE
PUNCHED-CARD METHODS
TABULATOR
COLLATOR
SYNCHRO-MATIC PUNCH
RECORD PHOTOGRAPHY
PORTAGRAPH
DEXIGRAPH
FILM-A-RECORD
VISIBLE SYSTEMS
KARDEX
KOLECT-A-MATIC
SCHED-U-GRAPH
TYPEWRITERS
ELECTRIC
NOISELESS
STANDARD
CALCULATORS & ANY OTHER OFFICE NEED
ADDING MACHINES
PRINTING CALCULATOR
SAFE-FILES

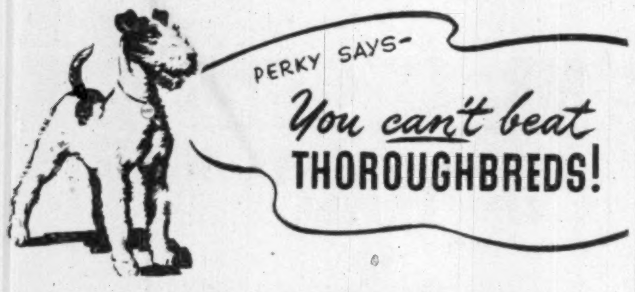
When it comes to your business . . .

Remington Rand, with its thousands of business products, has thousands of tools to help you save money. For we have found that most overhead costs can be reduced . . . by examining time-worn methods . . . planning new procedures . . . integrating systems and equipment. And we can implement our recommendations by actually installing the equipment suggested, even training your personnel to use it.

If you would like to talk to one of our representatives about cost-cutting on a strictly "prove it to me" basis, please phone your local Remington Rand office. There is no obligation, of course.

Remington Rand 199 BAY STREET, TORONTO
SALES AND SERVICE OFFICES ACROSS CANADA

Remington Rand THE BUSINESS THAT SERVES ALL BUSINESS


PERKY SAYS—
You can't beat
THOROUGHBREDS!

GUTTA PERCHA

THE LARGEST ALL-CANADIAN RUBBER COMPANY

The confidence that Canadians put in the name "Gutta Percha" is the outcome of over 65 years of making and selling an endless variety of rubber products—it has played its part in making "Gutta Percha" the largest all-Canadian rubber company. Write for full information to your nearest Gutta Percha Office listed below.

Major Gutta Percha Products are:

BELTING
Transmission
Conveyor
V Belts
F.H.P. Belts
Elevator

FOOTWEAR
Rubber boots, shoes, galoshes,
Canvas shoes with rubber soles

INDUSTRIAL RUBBER PRODUCTS

AUTOMOTIVE ACCESSORIES
Camelback, friction tape, radiator hose, etc.

RUBBER HOSE
Air, steam, water, suction, fire and special for every industrial use.

GUTTA PERCHA
AND RUBBER
LIMITED

BRANCHES AND SALES OFFICES ACROSS CANADA
Halifax, Saint John, Quebec, Montreal,
Ottawa, Toronto, Fort William,
Winnipeg, Regina, Calgary, Edmonton,
Vancouver, Victoria

568-M-8

INVESTMENTS THIS WEEK

Bell 'Phone Report Stresses Its Need For Rate Increase

With the mailing of the 1949 annual report of Bell Telephone Co. of Canada this week, shareholders and investors were able to see that although revenues continued to increase during the year, operating costs increased at an even greater rate so that 1949 dividend requirements were only 60% covered.

Bell's net income amounted to only $7,481,396 or $1.20 a share—down 29.3% from 1948's net of $10,576,574. It was necessary to draw on surplus for $5,003,429 to pay the regular $2 a share dividend. Dividends for 1950 will be $193,955 greater, based on the 6,339,390 common shares outstanding at Dec. 31, 1949.

This again raises the question: Will Bell be allowed to increase its rates and, if so, by how much and when?

On the answers hinges future dividend policy. With its earned surplus totaling only $5,261,231, Bell Telephone could not continue to pay dividends out of surplus at last year's rate for long. In its rate application last fall, the company estimated net profit would fall $8.5 millions short of meeting dividend requirements in 1950.

Comparison of the actual results for 1949 with estimates shown in the rate application indicates that the company did not make out its position worse than it turned out to be. Both current maintenance and depreciation were less than predicted, but operation expenses were higher. Operating revenues were slightly higher. Income from investments was down. It all added up to a net profit of 5c a share lower than the estimate.

Shareholders could take some consolation from indications by the Board of Transport Commissioners that hearing on the application for new tariffs would start early in March, would be speeded along. In turning down a request for a temporary interim increase of 10% on certain charges, the Board said that if the hearing were unduly protracted, temporary relief might then be considered.

In the report, Bell President F. Johnson states: "Results of the year's operations provided conclusive evidence that the charges for service provided over 22 years ago cannot produce adequate revenues under today's conditions." And later:

"The distinctive feature of the year's operations was the paradox of seriously reduced earnings during a period of national prosperity. Continuance of the upward trends in operating expense and cost of plant investment brought the company to the point where technological advances and efficient management could no longer bridge the gap between revenues based on 1927 rates and today's high costs."

Bell's estimates in its application would indicate that granting of nearly the whole of the rate increase applied for will be necessary to maintain the $2-a-share dividend rate. Earnings per common share were estimated at $0.86 in 1950 and $0.67 in 1951 under the present tolls, and at $2.74 in 1950 and $2.29 in 1951 when adjusted to give effect to the proposed tolls. Just what trend is expected after 1951 was not indicated.

Bell Telephone common has been fluctuating between $40 and $41 a share this year. At $41, it would yield about 4.88% on the basis of the $2 dividend rate. In view of the uncertainty, until the rate question is answered, the stock is not expected to show much strength.

* * *

Bond, Stock Offering Soon For G. H. Wood & Co.

Bonds and preferred stock of G. H. Wood & Co., manufacturers and distributors of "Sanitation For the Nation" products, will shortly be offered by Gairdner & Co. $500,000 4½% first mortgage bonds will be offered at $100 and $400,000 preferred shares, par $100, will be offered at 99 to yield 5.55%.

Part of proceeds of financing will be applied in construction of a new plant on the Queen Elizabeth Highway just outside Toronto city limits. Company's sales have increased more than 8½ times in the past 10 years and present manufacturing and warehousing facilities have been outgrown. Completion of new plant in fall of this year will permit the company to move from its present location at 320 Keele St., Toronto and GECO in Scarborough, resulting in a substantial savings in operating costs.

The bonds will have a sinking fund calculated to retire full principal amount by maturity in 15 years. The preferred shares will have a dividend rate of 5½%, cumulative, redeemable and a sinking fund equal to 15% of annual net profits after deduction of preferred share dividends.

* * *

Expect Issues This Month For Brewers & Distillers

New issue of first mortgage bonds and convertible debentures of Brewers & Distillers of Vancouver Ltd. is expected the latter part of this month by a syndicate headed by W. C. Pitfield & Co. The proceeds will go toward covering the cost of purchasing the outstanding shares of Western Breweries Ltd. under an offer which expires Feb. 10.

It is expected that the principal amount involved may be around $8 millions, divided about evenly between the bonds and the convertible debentures. If Brewers & Distillers' offer of $31.50 per share is accepted by all holders of the outstanding 269,265 Western Breweries shares, cost of acquisition would total $8,481,848.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

INTERNATIONAL HARVESTER CO. OF CANADA sales for the fiscal year ended Oct. 31, 1949 totaled $75,365,000 ($60,667,000 in 1948) after eliminating inter-company sales.

Considerable investment was made during 1949 in new manufacturing and sales facilities.

The parent company, International Harvester Co., had an investment of $17,343,000 ($15,301,000) and an equity of $33,738,000 ($31,291,000) in its Canadian subsidiary at Oct. 31, 1949. During the year it received $4 million ($3 million) in dividends and had an equity of $4,300,000 ($4,655,000) in the net income of the Canadian subsidiary.

Sales of the parent company to the Canadian company totaled $37,955,000 ($27,189,000) or 4.2% (2.9%) of its total sales in the fiscal year.

GREY & BRUCE TRUST & SAVINGS CO. has completed its best year in history with business and earnings at a new high. Net profit reached $105,320 as compared with $70,962 the previous year. Total assets under administration amounts to $17,064,259 ($16,355,433).

The mortgage department has made good progress, it is said, with amount invested in this field reaching $6,363,727. Mortgages are said well distributed throughout Ontario. A large percentage of loans now are on a monthly basis.

While the people of Ontario are continuing their house building program there should be a good demand for mortgage loans. Outlook for 1950 is promising, President G. D. Fleming states. Annual meeting will be held in Owen Sound Feb. 15.

	1949 $	1948 $
Liabs. to public, etc.*	12,133,799	11,993,731
Shareholders' equity	1,351,480	832,656
*Secured by:		
Mtges. & sls. agree.	6,457,618	5,254,376
Office premises§	177,673	188,631
Realty for sale	3,900	13,509
Liquid assets†	6,846,088	7,369,869
Total	13,485,279	12,826,387
†Includes bonds and stocks.		
§After depreciation of $62,030 in 1949, and $48,992 in 1948.		
Estates account	3,516,950	3,480,055
Net profit	105,320	70,962
Earnings per share‡	$6.01	$6.51
Paid	3.50	3.50

‡Based on 17,514 paid up shares in 1949, 10,894 in 1948.

Brazilian Traction Has Drawn Down $24.9 Million Loan

Brazilian Traction, Light & Power Co. had drawn down $24,923,159 of the $75 million loan granted it by the International Bank for Reconstruction & Development as at Dec. 31, 1949, according to the prospectus covering a new bond issue of the International Bank for Reconstruction & Development.

The loan is to help finance Brazilian's program of expansion of electric power generation, transmission and distribution facilities and telephone facilities.

Cost of the program is estimated at $182 million, the non-cruzeiro portion of which is about $75 millions. The loan, guaranteed by the Government of Brazil, will purchase equipment and supplies unobtainable in Brazil.

Int. Pete Net Higher in 1949

Net profit of International Petroleum Co. for 1949 is estimated, pending final closing, at about $12,600,000 U. S. or 87c a share compared with $11,800,000 or 81c in 1948, President L. P. Maier announces.

Gross crude production averaged 111,500 bbls. a day compared with the daily average of 105,200 bbls. in 1948. Production in the early part of 1948 was hit by a strike in Colombia.

Dollar position improved over 1948 through economies in capital expenditures and operations.

Directors believe it will be in the best interests of shareholders to conserve and, as far as possible, to strengthen the cash position to the point where adequate capital funds would be available for the protection of the crude oil reserves and to embark on other revenue-producing projects.

Timing for such capital programs will depend, however, on the degree of improvement in the present over-supply outlook, particularly on oil production for sale in dollars, to which problem the directors are currently giving their special attention, Mr. Maier adds.

I.A.C. Estimate Of Net Profit $5.47 on Com.

Consolidated net profit of Industrial Acceptance Corp. and its subsidiaries for the 10 months ended Oct. 31, 1949 amounted to $1,547,608, after deducting $1,997,745 interest on current and term borrowings, including amortization of discount, and $980,841 provision for income taxes. This is shown in a prospectus covering new issue of 60,000 shares of 5% cumulative redeemable convertible preferred stock, par $32.

The balance of earnings available for dividends on the convertible preferred shares for the year ended Dec. 31, 1949 is estimated in the prospectus at $1,680,000 or equal to $13.80 per convertible preferred share. This is 65% above the comparable figure for 1948 of $1,018,288. After deducting a full year's dividend requirements in the 121,725 5% convertible preferred shares (including the new issue of 60,000 shares), earnings on the common stock would amount to $5.47 per share. In 1948, the company earned the equivalent of $4.05 a common share.

The new issue, offered at $32 a share by a syndicate headed by Greenshields & Co. and Wood, Gundy & Co., was quickly sold. The shares are convertible into common shares on a share-for-share basis at any time up to Aug 15, 1954 at the holder's option.

Proceeds are for general corporate purposes.

Maximum annual dividend requirements on the 5% convertible preferred shares, par $25, outstanding at Dec. 31, 1949 and on the 5% convertible preferred shares, par $32, to be outstanding, amounts to $173,156.

Capitalization, outstanding upon completion of the present financing will consist of: $3,700,000 3½% and $950,000 4% sinking fund debentures due Nov. 1, 1966: $1,500,000 5% cumulative preferred shares, par $100; $1,500,000 4¼% cumulative redeemable preferred shares, par $100; $1,543,125 5% cumulative redeemable convertible preferred stock, par $25; $1,920,000 5% cumulative redeemable convertible preferred stock, par $25; and 278,275 no par value common shares.

In addition to its loan and share capital the company finances its purchases of receivables by borrowings on term and demand notes secured by the pledge of receivables. Term secured notes now outstanding amount to $25 millions. Demand notes outstanding fluctuate in amount from time to time in accordance with the volume of receivables purchased by the company but there were $42,020,000 outstanding at Jan. 20, 1950.

On over $1 billion of retail installment and wholesale receivables purchased during the 13-year period ended Dec. 31, 1949 the company's credit losses have been less than 1/10 of 1%, the prospectus states.

4¾% Return from Public Utility Shares

Highlighting the substantial growth of British Columbia Electric Company Limited since 1941 are the following:

electricity generated and purchased increased over 100%;

gas sold increased 114%;

electric railway, trolley coach and bus passengers carried increased over 70%.

The population in the area served by the organization has increased by more than 45% in the same period.

An additional issue of Preferred Shares is being made by the Company for capital expenditures. We offer these Shares, as principals.

British Columbia Electric Company
Limited
4¾% Cumulative Redeemable
Preferred Shares
Par Value $100 per Share
Price: at the market, to yield about 4.75%

A prospectus giving particulars of the issue and the Company's operations and earnings will be forwarded gladly upon request.

Wood, Gundy & Company
Limited
Toronto Montreal Winnipeg Vancouver
Ottawa Hamilton London, Ont. Kitchener
Regina Edmonton New Westminster Victoria
New York Halifax London, Eng.

REAL ESTATE

RESIDENCES LANDS COMMERCIAL BUILDINGS

GIBSON BROS.
Established 1910
REAL ESTATE BROKERS
INDUSTRIAL — COMMERCIAL — RESIDENTIAL
PROPERTY MANAGERS
VALUATORS
327 BAY ST., TORONTO 1 - - ADelaide 0685

FOR SALE
CALGARY INDUSTRIAL SITE
- Eleven acres on level land with good drainage
- Accessible to all city utilities
- Serviced by spur trackage and Calgary Transit System
- Located in main Industrial Section of Calgary
- 15 minutes from Uptown Business District

ABOVE PROPERTY OFFERED DIRECTLY BY OWNER
For further enquiries Box 30, The Financial Post, Toronto

SELECT OFFICES

available in SYDNEY, NOVA SCOTIA. In the heart of industrial CAPE BRETON, producing steel, coal and by-products, and largest per-capita consumer market in Canada for foods and manufactured goods. Gateway to Newfoundland and large airports serving the world. . . .

Serve your clientele from the newest and most up-to-date building in the area, in comfort and ease. Nearly completed, located on the thoroughfare and intersection of Townsend and George Streets, in the hub of activity. Post Office and Bank around the corner. 5,000 sq. feet or part are available to be laid out to your specification.

Apply immediately to:
DAVID'S REALTIES LTD.
104 Townsend Str.
SYDNEY, NOVA SCOTIA

MOVING TO TORONTO?
We have specialized for the past 28 years in homes for executives.
REG. A. LOCKHART
TORONTO
57 Bloor St. W. RA. 5166

PROVINCIAL ROUNDUP
This regular feature supplies pithy provincial news of importance to all businessmen. Good background material for your trips and correspondence.
THE FINANCIAL POST—$5 A YEAR.

1949
DIRECTORY OF DIRECTORS
Gives you the names, addresses and business connections of important men in Canada.
$8 postpaid
THE FINANCIAL POST,
481 University Avenue, Toronto 2.

CONSULT
A. E. LePAGE
BUSINESS BROKERS
ESTABLISHED OVER 35 YEARS

SALE and RENTAL
of
Factories, Warehouses, Industrial Sites, Office Space, Stores, Apartments, Hotels.
FOR 24-HOUR SERVICE
Call AD. 5661
320 BAY
Canada Permanent Bldg.
TORONTO

ADDITIONAL ISSUE

$6,000,000
British Columbia Electric Company
Limited
(Incorporated under the laws of British Columbia)

4¾% CUMULATIVE REDEEMABLE PREFERRED SHARES
(Par Value $100 per Share)

Preferred as to capital and dividends. Cumulative preferential dividends at the rate of 4¾% per annum, and no more, and as and when declared by the Board of Directors, will be payable quarterly in Canadian currency on the first days of January, April, July and October, at par at any branch in Canada of the Company's bankers. Dividends will accrue from February 9, 1950. Redeemable at the option of the Company at any time in whole or from time to time in part, on not less than 30 days' notice, at par plus a premium of 5% thereon, plus an amount equal to all unpaid preferential dividends to and including the date fixed for redemption. These Preferred Shares when issued will be fully paid and non-assessable, and the rights, preferences, priorities, restrictions and conditions attaching thereto are more fully set out in the Additional Information forming part of the Prospectus. The authorized Preferred Shares of the Company may be issued from time to time in one or more series and the shares of each series rank equally with and in all respects possess the same rights, preferences and priorities and are subject to the same restrictions and conditions as the shares of every other series except that one series may differ from another or others in respect of one or more of the following matters, namely, (i) the rate or amount of the preferential dividend, (ii) the rate or amount of premium payable on redemption and (iii) the par value.

Registered share certificates will be exchangeable for bearer share warrants (or vice versa) at the option of the holders.

Transfer Agent: Montreal Trust Company—Victoria, Vancouver, Winnipeg, Toronto, Montreal and Halifax;
Registrar: The Royal Trust Company—Victoria, Vancouver, Winnipeg, Toronto, Montreal and Halifax.

In the opinion of Counsel, these shares will be a legal investment for funds of Insurance Companies registered under the Canadian and British Insurance Companies Act, 1932.

We offer, as principals, these Preferred Shares, if, as and when issued and accepted by us, and subject to prior sale and allotment and subject to the approval of Messrs. Douglas, Symes & Brissenden, Vancouver, B.C., on behalf of the Company, and of Messrs. Montgomery, McMichael, Common, Howard, Forsyth & Ker, Montreal, Que., on our behalf, who will rely upon the opinion of the Company's Counsel in respect of all matters of local law in British Columbia.

PRICE: $100 PER SHARE TO YIELD 4¾%

It is expected that registered certificates and bearer share warrants, both in interim form, will be available for delivery on or about February 9, 1950.

Nesbitt, Thomson & Company Limited
A. E. Ames & Co. Limited
W. C. Pitfield & Company Limited
Greenshields & Co Inc
Collier, Norris & Quinlan, Ltd.
René-T. Leclerc Incorporée
Okanagan Investments Co., Ltd.
Burns Bros. & Denton Limited
Eastern Securities Company Ltd.
McMahon and Burns Limited
Tanner & Co. Limited
Anderson & Company

Wood, Gundy & Company Limited
Dominion Securities Corpn. Limited
Pemberton & Son Vancouver Limited
James Richardson & Sons
Mills, Spence & Co. Limited
The Western City Company, Ltd.
Yorkshire Securities, Limited
Fairclough & Company Limited
Odlum Brown Investments Ltd.
Hagar Investments Ltd.
Carlile & McCarthy Limited
F. J. Brennan & Company Limited

Société de Placements, Inc.
Royal Securities Corporation Limited
McLeod, Young, Weir & Company Limited
Cochran, Murray & Co., Limited
Midland Securities Limited
A. E. Jukes & Co. Limited
W. C. Harris & Co. Limited
R. A. Daly Co. Limited
Lauder Mercer & Company Ltd.
Thomas B. Read & Company
Melady, Sellers & Company Ltd.
J. C. Mackintosh & Co., Ltd.

480A

DAVID B. COLLETT

David B. Collett, formerly General Works Manager of the Dunlop Rubber Co. Ltd. plant at Speke, Liverpool, recently appointed Vice-President and General Manager of Dunlop Tire and Rubber Goods Company, Limited, Toronto.

B. C. Electric Pref. Sold To Spend $23 Million in '50

A rapid oversubscription is reported to last week's offering of an additional issue of $6 million British Columbia Electric Co. 4¾% cumulative redeemable preferred shares, par $100. The shares were offered at $100 a share by a syndicate headed by Nesbitt, Thomson & Co., Wood, Gundy & Co. and Société de Placements, Inc.

Proceeds are for company's expansion program, expected to be substantially completed by the end of 1950 in so far as the original program is concerned.

Consolidated net profit for the 10 months ended Oct. 31, 1949 amounted to $2,208,169. This is after deducting $3,937,456 for depreciation, $1,608,260 for income taxes, $1,812,105 bond interest, $181,496 amortization of bond discount and refunding expense, $333,166 interest on perpetual debenture stock and $219,540 dividends on perpetual preference stock of B. C. Electric Railway Co. The net profit for the full year 1948 was $3,058,458.

Earnings on the outstanding 120,000 4% preferred and 140,000 4¾% preferred shares outstanding (including the new issue of 60,000 shares) amount to $8.49 a share for the 10 months ended Oct. 31, 1949.

Annual dividend requirements of the preferred shares to be outstanding upon completion of the present financing will be $1,145,000.

The first unit of the Bridge River hydro-electric development came into operation in October, 1948, second unit in May, 1949, and third unit in December, 1949 revenues from that source therefore have been reflected in earnings for only a short time. Earnings for the 10 months were reduced by water shortage. (The Financial Post, Nov. 12, 1949.)

The capital program for 1950 involves the following projects, according to the prospectus:

Bridge River hydro - electric development—La Joie storage dam devel…—	$1,250,000
Ruskin hydro-electric development—Third unit	1,350,000
Lake Buntzen hydro - electric development—Enlargement of Plant No. 1	800,000
Construction and enlargement of substations—Lower Mainland.	2,250,000
Transmission, distribution and other electrical plant—Lower Mainland	4,500,000
Transmission line from Nanaimo to Victoria connecting with British Columbia Power Commission line	1,300,000
Generation, substations and distribution—Greater Victoria…	550,000
Light and power extensions—Lower Mainland and Greater Victoria	4,300,000
Gas plants, structures, equipment, distribution and extentions — Greater Vancouver, New Westminster and Greater Victoria	700,000
Urban Transportation, Greater Vancouver, New Westminster and Greater Victoria, including principally additional trolley coaches, trolley lines, buses and garaging facilities	3,900,000
Interurban railway	300,000
Interurban bus transportation, including principally buses and terminals	1,050,000
Other capital items	450,000
	22,700,000

Financing plans are not complete, but additional first mortgage bonds may shortly be issued to finance the balance in whole or in part, the prospectus states.

Capitalization outstanding following the issue of the additional preferred shares will consist of $31,944,000 3¼% first mortgage bonds, series "A," due Jan. 2, 1967; $9,793,000 3¼% first mortgage bonds, series "B," due Oct. 1, 1967; $16,829,000 3¾% first mortgage bonds, series "C," due April 1, 1968; $17 million 3¾% first mortgage bonds, series "D," due Feb. 1, 1969; $12 millions 4% cumulative redeemable preferred shares, par $100; $14 million 4¾% cumulative redeemable preferred shares, par $100; 1,240,000 no par value Class "A" shares and 1,000,000 no par value Class "B" shares.

Dofasco to Make Diesel Loco Frame

The trend from coal burning locomotives to diesel locomotives, now in evidence, means a new line for Dominion Foundries & Steel Ltd., Hamilton, Ont. The company will play an important role in the diesel production program by producing cast steel four-wheel motor truck frames for diesel locomotives.

Unlike the majority of steel casting shipped from Dofasco these diesel motor frames will be delivered completely machined and ready for installation, the company states. They are being made for General Motors Diesel Ltd., London, Ont.

To handle this additional work Dofasco has undertaken a $350,000 retooling program. New large milling machines will be installed in the former gun shop where the work of finishing the diesel castings will be carried to completion, it is stated.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

BELL TELEPHONE CO. OF CANADA 1949 net profit was down 29.3%. Exceptional growth of service during the past few years continued through 1949 with the increase in telephones being only slightly below the records set the year before, President Frederick Johnson states.

During the year 139,228 new telephones were added making a total of 1,595,184 in service—more than double the 785,455 at the end of 1939. Over 69,000 of the applications for service outstanding at the first of the year were cleared; but due to the continuing heavy demand 88,000 remained unfilled at the end of the year. In addition, 108,000 requests for better grades of service remained for future attention.

Local calls reached a new high average of 10 million a day, an increase of 10%, and long distance calls increased by 15% to a record of 77,655,000 for the year.

Revenues reached a new record of $109,506,843, an increase of 12% over 1948. Local service revenues at $62,877,511 increased by 10% and long distance revenues at $37,579,945 increased by 15%. Miscellaneous operating revenues at $7,569,886 were up 24% and other income, net, of $1,668,788 was 1% higher. The over-all rate of increase was slightly less than in the preceding year.

Operating expenses increased at a more rapid rate than revenues, being up 20% to amount to $88,123,605. The largest single factor was a rise in the expense payroll of $8,039,965, due to the employment of more people and to higher rates of pay.

Depreciation expense, which reflected the increase in investment and plant and equipment, was greater by $2,446,648. Interest charges were up $1,014,972, due almost entirely to the issuance of an additional $40 millions of first mortgage bonds on June 1.

New construction expenditures for plant expansion and improvement amounted to $74,300,000. Fixed capital is now equivalent to an average investment of $290 for every telephone in service as compared with $272 in 1948 and $250 in 1947.

New capital was provided through the company's largest program of financing in any one year; almost $80 millions was realized from the sale of common stock and long-term bonds.

A total of $97,623,638 was realized from shares issued in 1949 and from others issued since the end of 1945—slightly more than the amount derived from all of the stock issued in preceding years, Mr. Johnson states. Because of higher price obtained for new stock in the last four years average cost of the company of money invested by shareholders has declined from 7.3% at the end of 1945 to 6.6% at the end of 1949, he adds.

The number of shareholders increased by 20,000, the greatest increase in any year, to a total of 59,591. It has now a larger number of Canadian shareholders than any other Canadian corporation: 58,000 of its shareholders or 97% live in Canada. Average holding per shareholder is 106 shares; 42% of all holders own 25 shares or less and 79% own less than 100 shares. No individual owns as much as one-seventh of 1% of the shares. Among employees and pensioners, 8,276 are shareholders and hold 551,959 shares, nearly 9% of the total outstanding. One in every four of the company's employees is now a shareholder.

INCOME ACCOUNT

Years Ended Dec. 31:	1949	1948
Oper. rev.	$108,027,341	$93,987,729
Net income	32,939,908	33,863,466
Less: Deprec.	15,521,670	13,075,022
Bond int.	4,625,851	3,683,816
Other int.	477,121	418,356
Amort. bd. disc.	335,768	335,762
Other charges	25,084	……
Inc. taxes	4,500,000	5,790,000
Add: Disc. & exp.	26,982	16,064
Net profit	7,481,396	10,576,574
Less: Divds.	12,484,825	10,186,656
Surplus for year	■5,003,429	389,918
■Deficit.		
Times Bond Interest Earned:‡		
Before depr.	7.02	9.08
After depr.	3.66	5.53
Earnings per Share* and Dividend Record:		
Earned	$1.20	$2.08
Paid	2.00	0.50
Paid (old†)	……	6.00

*Based on average No. shs. o/s during year. †Before 4-for-1 split.

CONDENSED BALANCE SHEET

As at Dec. 31:	1949	1948
Cash	$930,377	$798,690
Investments†	1,000	1,415,400
Accts. rec.	10,736,046	9,403,554
Inventories	10,227,269	10,500,072
Total curr. assets	21,894,692	22,117,716
Invest. secs.▲	23,197,199	23,115,780
Def. debits	6,396,628	5,584,263
Fixed assets	463,248,589	396,579,563
Total assets	514,737,108	447,397,322
Accts. & tax. pay.	11,667,250	14,740,379
Other curr. liab.	7,244,532	6,254,710
Total curr. liab.	18,911,782	20,995,089
Notes pay.	……	19,900,000
Def. credits	7,242,921	7,912,982
Funded debt	160,659,540	115,385,719
Deprec. res.	128,407,108	117,903,356
Capital stock	158,484,750	128,400,100
Cap. stk. prem.	33,360,472	24,375,754
Cap. surplus	2,409,304	2,277,716
Earned surplus	5,261,231	10,246,606
†Market value	1,000	1,415,400
▲Incl. ref. EPT	4,103,384	5,782,177
Working capital	2,982,910	1,122,627

OGAMA - ROCKLAND GOLD MINES reports that in consideration of Gunnar Gold Mines postponing certain payments due on the debenture loan, option presently outstanding on 198,376 shares at 70c a share has been cancelled and replaced by new option of 75,000 shares at 30c, 75,000 at 40c, 48,376 at 50c a share, exercisable until such time as the $410,000 debenture loan with interest at 5% is repaid.

DISCOVERY YELLOWKNIFE MINES has received payment for 25,000 shares at 25c a share under option granted to certain senior employees at mine. Issued capital is 4,683,550 shares, leaving 316,450 in treasury.

Investment Course Started in Ottawa

Another step in public education in investment of savings is taking place in Ottawa where Carlton College has this week inaugurated a nine week course of public lectures entitled "How To Put Your Money To Work."

Lectures will be delivered by officers of the Investment Dealers' Association of Canada, Life Underwriters' Association of Ottawa, Ottawa Real Estate Board and officers of the Carlton College Extension Department.

Special subjects to be covered in the series are stocks, bonds and securities, life insurance and real estate. These will be discussed in relation to age, responsibilities and retirement plan of the individual concerned.

Remember the Church in
YOUR WILL

Write for free copy of
"SUGGESTIONS FOR MAKING YOUR WILL"
to the
Honorary Treasurer
General Synod, Church House
604 Jarvis St., Toronto

Ask for
LA SIMBOMBO
A CIGAR OF DISTINCTION
HAND ROLLED IN HABANA OF "VUELTA ABAJO" TOBACCO
IMPORTED IN CANADA EXCLUSIVELY BY C. HANELLAKOS & CO. LIMITED MONTREAL

Special Advertising Offer During February Only

25 "La Simbombo"	Selecciones	$ 6.80
50 "La Simbombo"	Selecciones	$12.50
50 "La Simbombo"	Diamantes	$16.50

Order through your cigar store or directly from our Office.

PERSONNEL ASSISTANT

Large Winnipeg company requires a young man, age twenty-five to thirty, to assist in the development of its personnel program. University education with background in psychology preferred. Should have experience in job evaluation and interviewing.

Write Box 35, The Financial Post, Toronto, giving age, education, and experience, and enclosing recent photograph.

As principals, we offer:

Province of British Columbia
3% Sinking Fund Debentures
due June 15, 1964
(Non-callable)
Price: 99.50 and accrued interest
to yield 3.04%
Descriptive circular upon request.

McLEOD, YOUNG, WEIR & COMPANY
LIMITED
50 King Street West
Toronto
Telephone: Elgin 0161
276 St. James Street West
Montreal
Telephone: Harbour 4261
Offices at: Toronto, Hamilton, London, Ottawa, Montreal and New York.
Correspondents in London, England.
Members of The Investment Dealers' Association of Canada.

RUSSELL B. COCHRANE

formerly merchandising director, Jas. A. Ogilvy's Ltd., Montreal, has been appointed general manager.

Shawinigan Power Plans New Issues

MONTREAL (Staff)—New 3% 25-year first mortgage and collateral trust sinking fund bonds of Shawinigan Water & Power Co. totaling $15 millions and $5 millions of 4½% preferred stock will be offered shortly, it is understood.

The bonds will be payable in U. S. funds and will be sold privately in the United States. They will be known as Series Q, and mature March 1, 1975.

The preferred stock issue will consist of 100,000 4½% Series B cumulative redeemable preferred shares of $50 par value each. They will be offered for public sale in Canada.

Proceeds of the two issues are to provide funds for the current capital expenditure program.

Dominion Sq. Corp. Asks Action By Former Directors Dismissed

MONTREAL (Staff) — Dominion Square Corp. this week sought to have summarily dismissed an action against the company in which Marco Leon, Harry Low and Charles Burns, former directors, demand repayment of $603,375, plus interest, which they claim they advanced to the company in 1928. Judgment was reserved.

Company contended in the Practice Division of Superior Court that even if the facts set out in the plaintiffs' declaration were correct, there still would be no right of action since there had been a lapse of over five years since the transactions occurred. Plaintiffs held that the statutory 5-year prescription did not apply because they claimed no commercial transaction had been involved. In a matter of this kind, plaintiff's counsel held, prescription can't be applied until 30 years after the transaction.

In addition to this week's case Marco Leon has also sued for a further $347,212 and sought in Superior Court last week to have the $6.5 million sale of the Dominion Square Building set aside on legal grounds.

What bearing the current legal actions will have on the proposed sale isn't known. It's thought likely by some observers that the sale will go through despite the litigation.

Montreal Curb Shorts Lower

MONTREAL (Staff) — Montreal Stock Exchange report shows short position of 22,065 shares of 46 issues as at Jan. 31 compared with 19,590 shares of 40 issues on Jan. 13. Chief changes are:

Stock	Shares	Stock	Shares
Aluminium	+225	CPR	+875
Brazilian	+325	Cons. Smelt.	+585
Can. Cement	—400	Price Bros.	+250
Can. S. S.	—350	Stand. Chem.	+750

Short position on the Montreal Curb Market on Jan. 31 totaled 155,860 shares of 38 issues against 174,885 shares, 43 issues, Jan. 13. Chief changes are:

Stock	Shares	Stock	Shares
Bouzan	—12,000	Jaculet	—2,000
Brown Co.	—925	Rochette	+2,000
Duvay	—2,500	Sherritt G.	+17,100
		Un. Asbest.	—6,600

Okanagan Tel. Bonds Are Sold

A new issue of $250,000 3¾% first mortgage sinking fund bonds, series "B," of Okanagan Telephone Co. was sold recently at $100 and accrued interest by Pemberton & Son Vancouver Ltd. and Royal Securities Corp. The issue is dated Dec. 1, 1949, and due Feb. 1, 1968.

Proceeds were to reimburse the company for part of past expenditures for additions and extensions, including the conversion of some of the smaller exchanges to automatic exchanges. It is estimated that the proceeds of this issue together with amounts available from surplus earnings and investment of depreciation reserves will enable the company to carry out its expansion program until next fall, President Ross Peers states. However, the program as initially planned has been accelerated by the rapidly increasing demand for telephone service and it is contemplated that the balance, not available from surplus earnings and investment of depreciation, required for subsequent capital expenditures will be provided through further financing, the forms and terms of which have not yet been determined, he adds.

Net profit for the nine months ending Sept. 30, 1949, totaled $54,977. Net profit for the 12 months ended in Dec. 31, 1948, was $80,868.

We, as principals, offer

CANADIAN NATIONAL RAILWAY
COMPANY
GUARANTEED UNCONDITIONALLY BY THE
GOVERNMENT OF CANADA
AS TO BOTH PRINCIPAL AND INTEREST
2⅞% BONDS
DUE JANUARY 16, 1971
(CALLABLE JANUARY 16, 1966)
PRICE: 99.83 AND ACCRUED INTEREST
TO YIELD OVER 2.88%

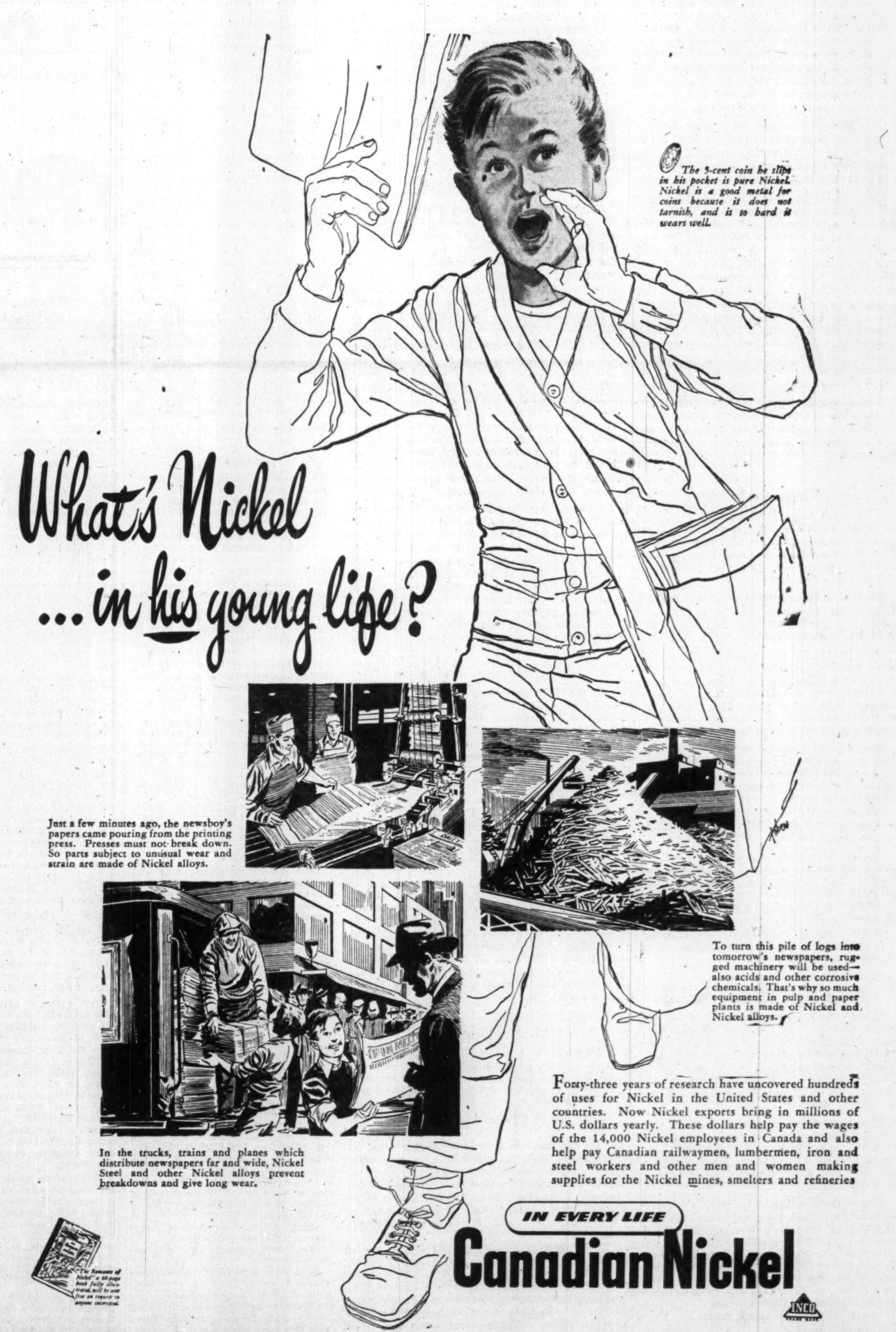
BELL, GOUINLOCK & COMPANY
LIMITED
ESTABLISHED 1920
MONTREAL TORONTO WINNIPEG

SALES MANAGER

A leading organization manufacturing radio components and electrical apparatus requires a sales manager. Our business is expanding rapidly and we require a good organizer. This is an excellent opportunity for a man with an engineering and manufacturing background, who has organizing and sales abilities.

BOX 36, THE FINANCIAL POST, TORONTO

Our Organization is aware of this advertisement.



The 5-cent coin he slips in his pocket is pure Nickel. Nickel is a good metal for coins because it does not tarnish, and is so hard it wears well.

Just a few minutes ago, the newsboy's papers came pouring from the printing press. Presses must not break down. So parts subject to unusual wear and strain are made of Nickel alloys.

To turn this pile of logs into tomorrow's newspapers, rugged machinery will be used—also acids and other corrosive chemicals. That's why so much equipment in pulp and paper plants is made of Nickel and Nickel alloys.

In the trucks, trains and planes which distribute newspapers far and wide, Nickel Steel and other Nickel alloys prevent breakdowns and give long wear.

Forty-three years of research have uncovered hundreds of uses for Nickel in the United States and other countries. Now Nickel exports bring in millions of U.S. dollars yearly. These dollars help pay the wages of the 14,000 Nickel employees in Canada and also help pay Canadian railwaymen, lumbermen, iron and steel workers and other men and women making supplies for the Nickel mines, smelters and refineries

THE INTERNATIONAL NICKEL COMPANY OF CANADA, LIMITED, 25 KING STREET WEST, TORONTO

The Editorial Page

It Wouldn't Work, Mr. Coldwell

If the national leader of the CCF had his way there would be no winter holidays for Canadians in the United States. Before the Empire Club in Toronto last week Mr. Coldwell repeated the views he had aired in Winnipeg a week or two earlier. He came out flatfooted for still more restrictions on Canadian travel in the U. S.

Mr. Coldwell suggests that such a move would help ease our dollar problem. There are grave doubts on that score. In the end the very opposite might be true.

Canadian travel to the United States is very closely associated with American travel in Canada. There are a lot of people who like to visit the warmer climate of the U. S. during our winters. And there are a whole lot more people on the other side of the line who like to come up here during our cooler summers.

This is a natural trade but because there are 12 times as many Americans as Canadians the net gain is very much in our favor. If we are to keep it that way we must be very careful about restrictions.

As a temporary emergency measure, forced on us a few years ago, no great harm resulted, because Americans were convinced about the necessity. But even then it was difficult to combat the argument that always arises with trade restrictions: "Canadians are not spending their money here; why should you spend yours in their country."

Regardless of the real facts and merits, that sort of thing could badly crimp our vital tourist business. We might soon find that while we had saved $25 millions on Canadian travel in the U. S. we had lost four times that sum through a drying up of American travel here.

In this problem, as with others, the CCF approach is a negative one. Instead of building up, it would whittle down. Instead of taking off the brakes and encouraging expansion it would put on more controls.

Our tourist industry is among our most valuable and it could become the country's greatest. Moreover it has a unique advantage, and unique here is used with the precise dictionary meaning in mind. It is the only industry which has an inexhaustible source of raw materials. Primarily the tourist comes here for a change of scenery and a change of air. No matter how many come there is no danger of exhausting either of these commodities.

This business is far too important, actually and potentially, to be saddled with any of Mr. Coldwell's socialistic theories. If that gentleman will take the trouble he will notice that even the present Government of Britain strictly deletes any mention of socialism in its tourist publicity.

What About These Bases?

It is now nearly a year since Newfoundland entered Confederation and still not a word from Ottawa about the American military bases located in that new province of Canada. Admittedly there is a delicate problem involved but it is not going to be solved by simply ignoring it.

For a sovereign state and one that has made a considerable fuss about extinguishing the last faint sparks of outside rule in Canada, the present situation is preposterous. Within the considerable areas of these foreign bases, Washington comes very much first, Ottawa is very far second. U. S. laws and customs regulations apply. Even Canadian citizens living within the bases are subject to U. S. laws and have no effective protection of the Canadian courts.

Only through luck and the common sense of both parties have serious incidents been avoided. It would be too much to expect that this happy state could continue throughout the 90-odd years the lease on the bases has to run.

The sensible thing to do is for Washington and Ottawa to get together on a top level and work out a permanent and mutually satisfactory policy. At the very least, Canadian citizens must be given full protection of their own courts and in normal times, Ottawa and not Washington or the Pentagon must have the final military say.

That's the general policy under which military forces of the two countries operate in Northern Canada and that's the way they should be made to operate in Newfoundland. If they don't we are running grave risk of spoiling the finest partnership of two independent neighbors the world has ever seen.

Washington will be stupid to insist on the letter of the law as set down in its crisis-time agreement. Common sense will easily point the way to a solution that is healthy and better for all concerned.

There is Limit

It is much more fashionable and pleasant, of course, to talk about the expansion in our production and population than in our national debt. But the wise man cannot afford to overlook debt, personal or public, or plans for its ultimate liquidation.

That point was well stressed by Louis L. Lang in his presidential address at the annual meeting of the Mutual Life Assurance Co. in Waterloo, Ont., last week.

Back in 1913, before the first world war, Canada's national debt amounted to little more than half a billion dollars. When the war was over and won it had climbed to almost $3 billions. Now a few years after another and still more expensive war, the country owes $17 billions or 30 times more than in 1913.

Even after making due allowances for the fact that our population has almost doubled since 1913 and the interest rate payable on our debt has been substantially reduced, this enormous expansion cannot be viewed with complacency. With our greatly boosted national income and our huge gain in productive capacity we can and are carrying this load.

But any temporary interruption in our present prosperity could change that picture drastically. That is a point we must keep firmly in mind whenever vast new government expenditures are hinted. The objects sought may be very desirable; but like an individual who is already buying a lot of things on time, we may find that we simply cannot afford to take on any fresh obligations.

Make Sure of Real Savings

If the various proposed mergers of the larger cities with their surrounding suburbs are to bring real economies there will have to be some blunt talk and firm undertakings about the elimination of overlapping and needless services. That is where the big savings are possible, savings that could mean lower taxes and better services or both.

If there is no drastic overhaul of all municipal services and payrolls, then any amalgamation will be largely meaningless. We will simply be paying two men to do the job that one could do, have two garbage trucks operating where only one is needed.

The private citizen who pays for all this duplication is fooling himself badly if he thinks it will disappear of its own accord. The record of most municipalities is all against it. In the last 25 years, municipal governments like private business have installed all sorts of labor-saving equipment. But unlike private business which to survive against competition must keep costs cut to a minimum, there has been no real saving in manpower by the municipalities.

In refuse collection we have a glaring example. Oil, gas, and stoker-fed furnaces, the virtual disappearance of the horse, and the increase in household garbage disposal units, have all been major factors in reducing the volume of refuse to be collected, and the work of doing so has been eased tremendously by power-operated garbage trucks. Yet, as the Printed Word of Toronto points out, there are as many men as ever working or pretending to work in city sanitation squads and our streets are just as dirty.

In practically every case, with a little more individual efficiency, the present staff and equipment of the street-cleaning department of any fair sized city could handle the job for the suburbs as well. That would free a whole lot of labor for useful jobs elsewhere, civic or otherwise. And similar savings are possible on the same grand scale right through almost every department. But we won't see them, with amalgamation or without, unless the taxpayer puts his foot down and insists on ordinary efficiency.

Is It Inevitable?

Vigorous and spontaneous applause greeted the prediction of Louis Bromfield in Toronto recently that there would be economic union of the countries of the British Commonwealth and the United States. This American author, conservationist and large-scale farmer went further. He predicted that this move would be followed eventually by political union of the English-speaking nations and that the democracies of Western Europe would also join.

Mr. Bromfield made his prediction before one of the largest audiences that had ever gathered in the Royal York Hotel and at a meeting sponsored by the Ontario Agricultural College Alumni Association. The American Revolution which split the two main branches of the English-speaking world, said Mr. Bromfield, was one of the greatest and most tragic mistakes in all history. Had there been no break, he argued, there would be no risk of war today and once these were re-united there would be no risk of a major war in future.

The distinguished American visitor did not go into details regarding just how and when his forecast would be fulfilled. The real significance of the event was the enthusiastic reception of a statement which would not have been made in such a place 25 years ago, let alone applauded. As Winston Churchill pointed out in his famous speech at Fulton, Missouri, the English-speaking races are coming closer and closer together and nobody need to worry very much about the consequences.

Bridging a Gap

It would be an unusual student indeed who could step right out of college into a senior position in business. Even with the highly specialized courses, such as engineering or science, there must generally follow a period, sometimes lasting for years, during which the university graduate is finding his feet and preparing himself for executive responsibility.

It was with this gap in mind that the University of Western Ontario designed its special one-year courses in business administration. Half of the present class is made up of engineering or science graduates. The others have specialized in economics, commerce, arts, agriculture or similar studies.

In the new course they will be given a broad background in such subjects as accounting, statistics, finance and other matters that they may expect to confront them when they leave the classroom for the office. The purpose is to give the graduate an understanding of the many facets of business enterprise, rather than to create specialists in any particular branch of business.

A Sensible Move

Manitoba is preparing to adopt permanent license plates for automobiles. Car thieves will not like this, because it will make their work more difficult, but the average motorist will certainly cheer. No longer will it be necessary to fray tempers and fingers in wrestling with rusted bolts, not to mention wasting time.

No one, not even the bureaucrats who invented the plan, has ever been able to advance one good reason for this annual renewal of plates. This business may provide a little work for the provincial reformatories which, in many cases, turn out the sheets of metal but surely there are other things for these institutions to do.

The permanent plate should end a lot of muss, delay and confusion and the motorist will not have to memorize a brand-new number every 12 months. As it is now there must be a large percentage of car owners who are never able to remember their license, a weakness which causes embarrassment when they seek their vehicle in crowded and darkened parking lots or when it is stolen.

Napier Moore's

Scratch Pad

WE DON'T WANT to give our Vancouver friends the impression that a Toronto winter is the Arctic variety common to the Pacific coast, but we did have a cold snap last week. And that, of course, had to be the time for our oil-burner to suffer a seizure and pass out. All through the night and all the next day, while the house got colder and colder, relays of mechanics strove to revive it. Baffled, they called in consultants who sadly shook their heads and said there was no hope. Age had claimed its toll. So, on the second night they put in a new, lusty and gaily-colored burner which immediately spat flame with comforting vigor.

Throughout this trying period the Moores lived like Eskimos, excepting, of course, that Eskimos never get colds in the head.

With just about the right touch of drama we were narrating this harrowing experience to R. R. Robinson, editor of BOOKS in Review, when we fancied we detected a trace of impatience on his part. However, he was polite enough to remark that he had found it extremely interesting.

"Because," he went on, "on that same cold day our fuel oil company went to all the trouble of sending up a truck and pumping 118.5 gallons of WATER into our storage tank. Not only did the furnace go out, but they actually billed me for it. Water at 16.1 cents a gallon!

"The explanation offered was that recent weather changes had increased the amount of condensation that inevitably takes place inside the huge million-gallon storage tanks out of which trucks take their loads. Normally there's a check made on these things, but this one slipped through. It's a fairly rare occurrence; the serviceman recalled only one similar happening, about three years ago."

If anybody's milkman has filled his oil tank with whipping cream we don't want to hear about it.

* * *

IN MONTREAL there's a businessman who is so steamed-up that even if his furnace went out he'd be opening windows to cool off.

In May, 1949, he sold his car.

On January 5, 1950, he received a form letter demanding that he purchase a radio license for this car.

On an enclosed form he replied that he had sold the car in May of last year.

On January 21 he received another form letter requesting that as he had disposed of his radio-equipped motor vehicle, would he be good enough to advise the department of the name and full postal address of the person now in possession of this vehicle.

Feeling it was not impossible that the buyer of the car might by this time have sold it to someone else, he wrote back suggesting that the department might establish friendly relations with the Motor Vehicles Department of the Province of Quebec, which probably keeps a record of such matters. But he is still wondering if this isn't an example of an overloaded bureaucracy and misuse of the taxpapers' money.

* * *

EVEN GOVERNMENT officials give each other headaches with forms. Recently a branch of the Tax Division sold 3,690 pounds of various forms that had become obsolete. That would be roughly 750,000 letter-size. It got $16.61 for them and sent the money to Ottawa. Acknowledging the draft, the Administration Branch wrote the Tax Office asking for the total quantity of each form disposed of. Before they all get through with it the research will probably eat up the $16.61.

The reason we know about this is that by mistake the letter was sent to The Financial Post.

* * *

THE EDITOR of Canadian Grocer has shown us a letter he received from a Japanese firm, Seitaro Arai & Co. of Yokohama.

It says:

"Iron curtain long prohibited any remittance abroad has been raised up to 3 to 10% of exports, so far it assist export, or make eye open for foreign market reports. Blindfolded exporters hungry for trade informations have been freed to subscribe trade journals at this critical time, export or die. However, it is necessary to present sample copy of any publication one wishes to subscribe with subscription rate printed to get necessary exchange permit."

Then it asks for sample copies of 14 Maclean-Hunter publications and encloses a "coupon-response international which system has been resurrected only a few days ago, after stoppage of several years."

Stop Me If —

"Only cheese for dinner tonight?"

"Yes, dear. When the chops caught fire and fell into the dessert I had to use the soup to put the flames out."

* * *

A tourist stopped his car on the road and asked a country boy how far it was to Smithville.

The boy replied: "It's 24,996 miles the way you're going, but if you turn around it ain't but four."

* * *

In their neck of the woods, the Dabney brothers had the reputation of being the laziest two men alive—barely alive. Abner was the more shiftless of the two; he steadfastly refused to get up from the veranda and accompany his brother Jake, when the latter fared forth to whittle and gossip in front of the village store.

"Jake," a visitor inquired one morning, "is Abner older than you?"

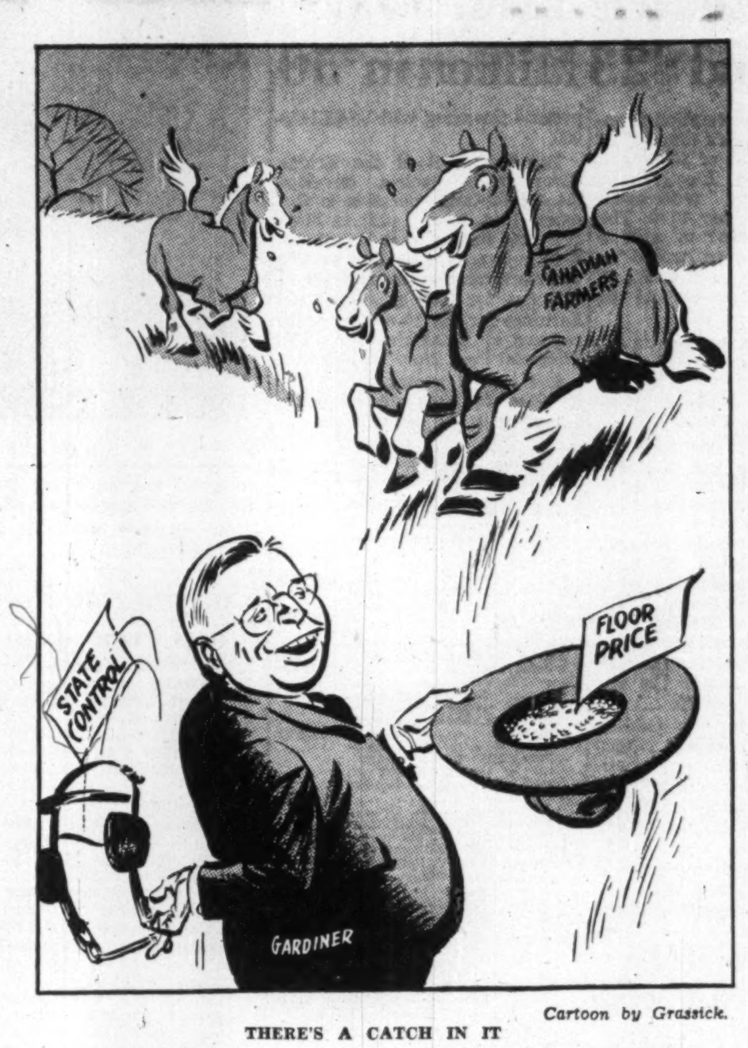
"Yep," Jake replied, "nigh onto two years older."

"Is he taller than you?" the other man wanted to know.

"Don't know," Jake replied.

"That's funny!" the visitor retorted, "and you have lived in the same house with him every day for over 20 years!"

"Ain't never seen him standin' up," Jake replied.



Cartoon by Grassick.

THERE'S A CATCH IN IT

Post Scripts

Western Construction Man

Starting in Moose Jaw 30 years ago on what he says was a shoestring, Hubert John Bird, president of Bird Construction Co., has built up the West's biggest construction business. With current contracts for power plants, bridges, oil-pumping stations, public arenas, community halls, and houses in the three prairie provinces, his firm has the most diversified volume of business in Western Canada. At the moment Ottawa says he is the country's biggest house-builder.

MR. BIRD

Being head of an intensely practical and no doubt profitable enterprise made him a logical choice to fill a vacancy on the nine-man directorate of the Monarch Life Assurance Co., another western enterprise whose recent rapid expansion has been concurrent with growth of Bird's building business.

A $100 a month job in 1910 as timekeeper for a Moose Jaw construction firm may have started him in the building business. It might even be traced back to 1905 or 1906 when his age placed him in the group of what the law terms infants. He was 15 at the time and, although under age to qualify, he located on a homestead about 18 miles from Melfort, Saskatchewan. Working as a farm laborer in harvest time, he spent his spare time on his land. He dug an excavation about 12 by 12, put a floor in the bottom, and built a log structure over the top. This first job of building netted him about the $50 outlay for materials and allowed him nothing for the work. He never got the patent to his homestead.

No longer a landowner, for two or three years he had a rugged time. In 1907 he was walking the streets of Winnipeg looking for a job. He got one cutting cordwood at Stonewall. An accepted application for a position as clerk in a bank made him a white-collar worker for about a year. Compared to his salary as a starter in the banking business, a hundred a month offer with a Moose Jaw firm looked big money and he became a timekeeper. In three years he was a superintendent.

Born in Plymouth, England, Bird was on the way to a career in the Navy. A family tragedy changed his plans. At 15 he came to Canada, knowing no one except a friend of his parents living in Saskatchewan near whom he located his homestead.

With outbreak of the First World War he went back to England to see his mother. A letter from the army O. C. at Moose Jaw put him in touch with the First Canadian Division at Salisbury Plains and he enlisted. Later, transferred to the engineering corps, he spent five years overseas. Back in Canada in 1919 he worked a year in the construction business in Ontario and finally in 1920 went back to Moose Jaw and started his own business. His first contract was for a bank building at Abernethy, Saskatchewan.

There were early difficulties but the business survived and progressed. It was solidly established when he moved to Winnipeg about a year and a half before outbreak of the Second World War. His first Winnipeg job was a big one, the plant of Swift Canadian Co. in St. Boniface. The war brought a boom in the building business and Bird was on the crest.

Of about 10,500 houses in the Prairie Provinces, including wartime houses and those built for the Department of National Defense, Bird's firm has built about 7,000 in the last five years. In addition he started the Wildwood development in suburban Winnipeg, a self-sustaining community of 320 homes with central heating, its own shopping centre and recreation facilities. This was a project of his own.

For the last three years he has been president of the Lakeside Fresh Air Camp. He is on the board of the Winnipeg General Hospital and on a number of boards of Anglican organizations. Last September he was one of the lay representatives at the Anglican Synod at Halifax.

Married and with two children, a son and daughter both in Winnipeg, the former is an engineering graduate of the University of Manitoba, now employed with the firm. Bird's one recreation is golf. Rarely does he ever turn down an invitation for a game.

* * *

He "Sells" Toronto

Toronto's 21-year-old Industrial Commission has chosen as new president one of its founding fathers — A. B. Cooper, electrical engineer-manufacturer.

MR. COOPER

The Commission, with a staff of engineers and other experts qualified in industrial, economic and statistical research, promotes the industrial development of the Toronto area, aids expansion of established industries, seeks to attract new manufacturing plants and branches economically suited to the district. It maintains broad data on available industrial properties, accepts no commissions or fees, preserves confidential relations with its correspondents, has close liaison with Toronto board of Trade and Canadian Manufacturers' Association's Toronto Branch, is regularly in touch with a British advisory committee. In its two decades of operation, the Commission has co-operated in development of 288 industrial undertakings providing direct employment for more than 18,000, a figure which exceeds total industrial employment in all but three Ontario cities.

At 66 quick, slender, fastidious, TIC's Ashton Burton Cooper also was instrumental in founding and was first president (1945-46) of the Canadian Electrical Manufacturers' Association. He is president of Ferranti Electric Ltd., a director of Ferranti Ltd. (England).

Born in Bloomfield, Ont., he got early schooling in Prince Edward county and Somerville, Mass. graduated 1903 from Tufts College, Boston, with a science degree in electrical Engineering. After two years at General Electric test course in Schenectady and a year at Westinghouse Electric Manufacturing in East Pittsburgh, he went to Brazil and Rio de Janeiro Light & Power, in 1909 returned General Electric specializing in transformer commercial engineering. Just before World War I he became transformer sales engineer with Canadian General Electric in Toronto, then (1922), general manager of Ferranti.

Cooper was chairman 1929 of CMA's Toronto branch, president (1927) of Ontario Association of Professional Engineers. He is member of the Engineering Institute of Canada, fellow of the American Institute of Electrical Engineers, of which he was vice-president 1927-29, member of Britain's Institute of Electrical Engineers. A Mason (Shrine — Oriental Temple, Troy, N.Y.) and United Church adherent, his clubs are Engineer's (Toronto), Weston Golf, Granite, Rotary.

Married in 1907 (Flora Pepper, Schenectady), the Coopers have one son, Grant, a daughter, Ruth, a gracious home in one of central Toronto's older residential sections. The new Industrial Commission president is an active huntsman and golfer.

What Others Are Saying

Editorial of the Week

Would Sap Our Strength

Montreal Gazette

The strength of North America in the world has come from its readiness to bury its machines alive. It has not been a policy of wearing its machines to death, but of being ready to dispose of a piece of machinery, though it was still functioning, in order to replace it by one that would function still better.

The truth is that only a quickly moving industry can give a nation at home a high standard of living. A slow industry means a low pay cheque. It is only because North American industry has never lost the race with time that it has achieved the contradiction that puzzles the rest of the world —a continent of high wages and low costs.

The importance of keeping up the industrial pace is broader still. For the strength of a nation, or a continent, in the world, its ability to defend itself and give heart to its allies, rests also upon its readiness to bury its machines along the road of industrial improvement.

To keep the wheels of industry really spinning, existing industrial equipment must be kept on the defensive, and compelled to justify its existence against the challenge of each new alternative. But this is an extremely costly procedure, which must have abundant means of capital financing. But if the spending of governments is to keep mounting, as it is doing rapidly both in Canada and in the United States, it means that industry must start paying for the costs of expensive government in terms of increasing industrial obsolescence.

Slow machinery never guaranteed domestic prosperity. And neither will it guarantee security in a very rough world.

Other People's Views

CARS ARE TOO COSTLY flatly declared the **Vancouver Sun.** "Instead of trying to bring the the automobile within reach of the average citizen, the Canadian Government is making it as difficult as possible for a man of moderate means to enjoy this modern necessity. Our standard of living in the best of times is below that of the United States. Ottawa's policies conspire to keep it lower than it could be. Mr. Vancouver pays federal sales and excise taxes of $256. Mr. Seattle pays $78 on the same car."

CANADIAN INDIGNATION over the dumping of U. S. cut-priced food abroad is rather far fetched, thinks the **Winnipeg Free Press.** "This country is doing, on a limited scale it is true, exactly what the United States is now about to do. We have given apples to the United Kingdom. We are selling the U. K. bacon at a price lower than our producers are receiving and in the latest example of this kind of subsidized marketing we are supplying her with cheese at a price that is also below that which is paid to producers. To the extent that these gifts or partial gifts displace sales which other countries might have made, we are doing to them exactly what ministers at Ottawa complain the U. S. is doing to us. The U. S. practice has differed from ours only in this, that our losses are comparatively small and in our case the foodstuffs are in the main not being accumulated but are being sold at once for export."

BRITISH COLUMBIA may not agree but there is some evidence that the Northern Hemisphere may be getting warmer, says the **Ottawa Journal.** "In Iceland the shrinkage of glaciers has exposed land cultivated by mediaeval farmers which has been covered by ice for 600 years. In Scandinavia, too, where ice was extending in the two previous centuries, glaciers have been in headlong retreat since 1910, and in Alaska they have been falling back at the rate of 400 metres per year. Cod fish have moved so far north with the warmer weather that they are becoming 'the stable diet of the Greenlanders,' this beside the fact that cod were almost unknown at the beginning of the century even in southwest Greenland waters. Haddock, halibut and herring are also moving north, and northern species of birds are being replaced by southern species."

The Financial Post

Member Audit Bureau of Circulations
Member Business Newspapers Association of Canada

A weekly newspaper reporting and interpreting events for executives in business, the professions and public administration.

RONALD A. McEACHERN
Editor

Charles C. Milne, Gordon L. Smith, associate editors; Clive H. Chattoe, construction industries editor; Gordon M. Grant, mining editor; James H. Joyce, investment editor; Donald G. MacLean, insurance and banking editor; Ronald Williams, industrial relations editor; C. A. Bassett, features editor. Assistants: W. L. Dack, W. P. Gillespie.

Ottawa: Kenneth R. Wilson, 260 Irving Avenue, 8-0847.

Montreal: Paul Deacon, Dominion Square Bldg. MA. 2331.

Corporation Records: Barbara Annis, Joyce Cobban, Margaret Fitzgerald, Patricia Gazley, Mary Hill, George Johnson, Fraser Martin, Wenonah L. Miller, Naomi O'Grady, Grace Osborn, Marjorie Scammell, Dorothy J. Smeltzer, J. R. Wilson.

Librarians—Ruth Davidson, Jean MacKay.

Advertising Manager—Austin A. Weaver.

Advertising Production—Edith McEachern, Evelyn Carroll.

Circulation and Promotion Manager—Melville M. Greig.

Montreal: Murray R. Chipman, eastern manager.

Subscription Terms: Single copies, 15c. Yearly: In Canada and British Countries (except Australia), $5; Australia, U.S.A., Mexico, Central and South America, France, Spain, $6; other countries, $7.

Advertising Rates: Single insertion, $4.90 per inch. Contract terms upon request.

Authorized as second-class mail, Post Office Department, Ottawa.

Main articles indexed annually by The Financial Post and in The Canadian Index of The Canadian Library Association, published 10 times yearly and cumulates annually.

Other Publications and Services of The Financial Post

CORPORATION SERVICE, A. C. BOWMAN, manager. Special service for investors, $1.50 per company a year; complete service $23 monthly.

BUSINESS YEAR BOOK. Yearly $2.

SURVEY OF INDUSTRIALS. YEARLY $2.

SURVEY OF MINES. Yearly $2.

SURVEY OF OILS. $1.

DIRECTORY OF DIRECTORS. Price $8.

Printed and Published by
MACLEAN-HUNTER
Publishing Company Limited
481 University Avenue, Toronto 2.

JOHN BAYNE MACLEAN, Founder and Chairman
HORACE T. HUNTER, President
FLOYD S. CHALMERS, Executive Vice-President
THOMAS H. HOWSE, Vice-President and Comptroller

Other MACLEAN-HUNTER Publications:

NATIONAL MAGAZINES: Maclean's Magazine, Chatelaine, Mayfair, Canadian Homes and Gardens, BOOKS in Review.

BUSINESS NEWSPAPERS: Canadian Advertising, Civic Administration, Canadian Machinery, Modern Power, Canadian Printer and Publisher, Canadian Shipping, Canadian Packaging, Canadian Automotive Trade, Canadian Aviation, Bus and Truck Transport, Hardware and Metal, Canadian Grocer, Drug Merchandising, Canadian Paint and Varnish Magazine, Painting and Decorating Contractor, Canadian Stationer, General Merchant, Le Prix Courant, L'Epicier, Style, Men's Wear, Sanitary Engineer, Canadian Hotel Review, Fountains in Canada, Plant Administration, Canadian Trade Abroad, and five other business publications in the United States and Great Britain.

OTHER SERVICES: Canadian Press Clipping Service, Commercial Printing Division

Other MACLEAN-HUNTER offices:

MONTREAL Centre 2: Dominion Square Bldg., Marquette 2331.
NEW YORK 18: 522 Fifth Ave., Murray Hill 2-7888.
CHICAGO 6: 309 West Jackson Blvd., Harrison 7-7890.
LONDON: Maclean-Hunter, Limited, Sun Life of Canada Bldg., Trafalgar Square, London S.W.1. Cable Atabek, Whitehall 6642-3.

Their Flyer in U.S. Oil Paid Off

Here's How B-A Profited by Reversing Capital Flow

By W. L. DACK

The over-the-boundary flow of risk capital in search of oil hasn't all been in the one direction. What's more, the biggest Canadian "flyer" in the opposite direction is paying off handsomely.

From a $405,000 investment in oil search and development in Oklahoma State in the late 1920's, British American Oil Co., through its U. S. producing subsidiary, has recovered around 75 million barrels of oil to date. Even averaged conservatively at $1 a barrel this represents quite a record. More important still, from the shareholder standpoint, estimates on proven, recoverable reserves run well over 50 million barrels.

Although total annual earnings since 1936 of both the U. S. subsidiaries — British American Oil Producing Co. and Toronto Pipeline Co. — run over $25 millions, a very high percentage of this has been plowed back into expanding exploration and development programs in a dozen states. It has been this active, costly search for new oil that has enabled the company to steadily increase reserves despite constantly expanding production from its own fields. But even the $3,104,500 received by the parent company from U. S. operations represents a handsome yield on original investment.

Even under current heavy prorating, the Canadian-owned U. S. oil fields are producing at the rate of around 12,000 net barrels a day. Average price of this crude would be about $2.30 a barrel. Maximum efficient daily production could be upped over 75,000 barrels if restrictions were removed. This would be better than all Alberta is producing at the moment (also heavily prorated).

Earnings from the two U. S. subsidiaries in 1950 will be back up more in line with 1948 record levels, The Financial Post is informed by a company official. In that year combined earnings of U. S. operations were $7.5 millions — almost 50% more than total earnings of parent company. Earnings last year, however, fell off substantially due to impact of heavy prorating.

Last week in the chart room of the U. S. producing company's head-office in Tulsa, Okla., executive vice-president C. D. Miller pointed out to The Financial Post the two most promising oil developments in the North American continent — the Edmonton region of Alberta and the West Central area of Texas.

"We are in on both shows," Mr. Miller stated. "We have a group of fieldmen busy in the Texas region right now securing more land leases."

Down in Tulsa one can get a pretty shrewd evaluation of Alberta's oil marketing chances. For concentrated into this 250,000-head oil hub are probably more exploration, production and marketing experts per square mile than anywhere in the world. They've all been in the business long enough to know that you can't delimit the industry indefinitely by national trade barriers but only by oil derricks, wherever they may be, and potential markets.

Although B-A is active in 10 states, chief production is being obtained from Wyoming, Texas, California and Oklahoma. It was the development of the rich Oklahoma City oilfield since 1935 which permitted B-A to increase its stature to present size. From 63 wells the company has produced almost 50 million barrels of oil to date. Another three million barrels at least remain available. Currently around 2,500 barrels a day are being produced from this field and price received is $2.62 a barrel.

The most important company discovery since the Oklahoma City field was in the Steamboat Butte field of Wyoming where reserves of around 56 million barrels were opened up in 1944. A total of about eight million gross barrels has been produced to date. Daily production is currently at the rate of 5,000 barrels and price is $2.07 a barrel.

This week the company announced that it was taking an active part in the promising Scurry County, Texas oil development. Some 27,000 acres of leases have been acquired in the Scurry County reef area which is believed to extend through Scurry County and into adjoining counties. Geophysical options have been taken on an additional 30,000 acres in the same vicinity.

Another active oil exploration area in which the company is interested is in the Denver Basin covering parts of the States of Nebraska and Colorado, where the Ohio Oil Co. recently completed a sizeable gas well.

Bond Yields Rise Slightly

The 40-bond yield average compiled by McLeod, Young, Weir & Co. on the basis of bond prices as at Jan. 31, 1950 was 3.37%, an increase of .05% over the composite average of 3.32% reported Dec. 30, 1949.

All groups were slightly higher on yield. In the public utility group of bonds a substitution was made during the month. Great Lakes Power Co. 3¼% bonds due Dec. 1, 1967 were replaced by Great Lakes Power Corp. 3½% bonds due Dec. 30, 1969. This substitution resulted in a slight increase in the average maturity.

Here is the performance of the yield average for each of the four separate groups of bond issues comprising the 40-bond yield average;

	Jan. 31/49	Dec. 30/49	Jan. 31/50
10 municipals	3.54	3.50	3.51
10 provincials	3.18	3.02	3.15
10 utilities	3.43	3.26	3.30
10 industrials	3.59	3.51	3.52
40 bond average	3.43	3.32	3.37
Average maturity	†	‡	‡
Dominion 3% 1961/66	2.95	2.74	2.75

†16½ years. ‡15¾ years.

Note—Yields on Dominion and Provincial issues selling at a premium are calculated to the call dates.

Can Import Used U.S. Cars But Don't You Try Doing It

OTTAWA (Staff) — To meet an emergency situation the government placed a bill before Parliament last session (it got first reading) to allow importation of used cars and planes from the United States at the minister's discretion.

But this doesn't mean that a way is now open for private individuals to bring used American cars across the border.

The bill was put before the House because, in allowing U. S. oil drilling crews to enter Alberta with their autos, trucks, etc., the minister of national revenue found himself exercising a discretion he didn't possess and since these drilling crews were indispensable to Alberta oil developments something should be done about it.

But that's all. Used car dealers whose attention has been drawn to the bill will be wasting their time trying to take advantage of it.

In the case of aircraft it's understood that the government is ready to listen to reasonable requests from plane operators for permission to make purchases of used aircraft where they are "of types and sizes not manufactured in Canada."

Such importation has been endorsed by the Air Industries and Transport Association.

R. C. BERKINSHAW

has been elected a vice-president of The Mutual Life Assurance Co. of Canada.

Bonds Offered Of World Bank

A new issue of $100 million 2% serial bonds of the International Bank for Reconstruction & Development, commonly known as the World Bank, were offered in the United States last week by a nation-wide group headed jointly by Halsey, Stuart & Co. and the First National Bank of Chicago. The bonds were dated Feb. 15, 1950 and due Feb. 15, 1953-62 ($10 millions a year).

Offering prices were a 1.35% basis for the 1953 maturity; 1.45% for 1954; 1.55% for 1955; 1.65% for 1956; 1.75% for 1957; 1.85% for 1958; 1.95% for 1959; par for 1960; a price of 99¼ for 1961 and a price of 98½ for 1962 maturity.

Proceeds will be used in connection with the redemption of the outstanding $100 millions 2¼% bonds due July 15, 1957, called for redemption on Feb. 17, 1950, at 101% of principal and accrued interest.

The World Bank had granted 24 loans as of Dec. 31, 1949, in the aggregate principal amount of $744,145,000 or the equivalent in other currencies, to finance programs or projects in 13 member countries. With the exception of one loan made partly in Swiss francs, the principal amounts of these loans have been expressed either in U. S. dollars alone or in U. S. dollars or the equivalent in other currencies. Disbursements on these loans have amounted at Dec. 31, 1949, exclusive of repayments, to the equivalent of $567,012,730, repayable in several currencies, as follows: $554,986,295 in U. S. dollars, $5,066,183 in Canadian dollars, $3,955,788 in Swiss francs, $2,005,835 in Belgian francs and $998,629 in pounds sterling.

How Freak Weather Pattern Jumbles Trade in Canada

(Continued from page 1)

Bay and Woodward's always get special advertising copy ready in the late fall for what they call a "rubber page" in the newspapers. Their ad experts consult official weather calculations over wide swatches of neighboring territory, count the minutes left before winter's first snow, usually manage to hit the streets with their special advertising almost as soon as the snow does.

Some department store advertising men say they wish Canadian weather bureaus would get a little bolder, issue longer-term forecasts which they say have become a handy trade tool in the U. S. northeast.

But for the small merchant — the corner hardware, toggery or sports store — there are only shelves, no warehouses to draw from; overloaded inventory or inadequate supply can be equally costly when the skies spring surprises.

Snow Big Business

Winter is a bad business only sometimes and in shifting places. Considering trade and employment for the country as a whole, it's always big business.

Take jobs. An estimated 100,000 men are at work across Canada off and on each winter clearing or ice-treating streets and bridges in city and town, roads in the national and provincial forests, provincial, county and township highways.

Of an estimated recent average $40 millions a year of road and street maintenance equipment sales in Canada, about 15% or something like $2.5 millions, goes for snowplows, snowbowers and the like.

Coast Roads Hit

Vancouver's worst winter in history has cost that city more money in snow clearance, more lost tourist business and more adult disgust than any ever recorded. January, coldest and with more snow (37 in.) than any other month ever recorded, cost the city $123,000 for clearing and sanding ($34,000 in January, 1949). This was the highest such figure ever known. To it must be added thousands of dollars of loss in split radiators (many motorists there have never used antifreeze), smashed cars, damaged ships and frozen pipes (the city's waterpipes are near the surface and many homes have them running up outside walls).

British Columbia, bucking what provincial government highway officials call the "worst snow conditions in the coastal region in 46 years," faces a $500,000 extra snow clearance bill this winter. Always a tough job along B. C.'s tortuous mountain roads, it has run to $1 million a year.

This year, heavy fall and strong winds piled up super-drifts in "Canada's evergreen playground" and blanketed the province's most travelled roads.

East is Mild

Montreal snowfall this winter is only two thirds of 79-year average for the period to Jan. 31, at 41.7 in. against 40.7 in. last winter, 62.4 in. average. Streets division of the city public works dept. is spending a budget $2.3 millions, about the same as last winter and against $3 millions 1946-47 when 138 in. of snow fell between October to May, a record. Usually, about $2.7 millions is considered "normal" spending so this winter's scheduled $2.3 millions may be about 15% below normal. Montreal's city equipment fleet comprises 30 big blowers, four mechanical loaders, 125 power shovels, 100 wheel tractors, 100 trucks, 25 graders, 20 sand and cinder spreaders. Besides, 400 privately owned trucks, tractors and bulldozers are rented each winter.

Toronto's position is similar. Against a 100-year (to 1945) average January snowfall of 16 in. — and against recent record January fall of 22.5 in 1931; 26.9 in 1943; 22.3 in 1946 and 23.9 in. in January, 1947 — snowfall last month at 16.2 is level with the long average, up a tick from 1948's 14.6 in. and the 12.6 in. of January a year ago.

Manpower is a major cost factor in winter street work and Toronto's snow spending of close to $300,000 in the "heavy" January of 1947 was in a period when personnel were paid $5 a week less than now. January spending on this work a year ago (mild winter) came to $120,000; last month about the same (just over $126,000).

This winter's Toronto appropriation is about $534,000, against $563,000 a year ago. The city owns 72 snow plows for attachment to garbage trucks, front-end plows and underbody graders for 10 street flushers, 6 heavy-duty Sicard blowers, 3 medium Snogo loaders, 1 Barber-Greene loader, 15 industrial tractors mounted with plows for intersection clearance. With snowfalls over 12 in., 15 front-end loaders and 300 haulage trucks are hired.

To Spend Millions

Winter maintenance is a big and important job for provincial departments of highways. Here's how big and how it's done:

Ontario—This and last winter, $4.7 millions each season, plus $1.7 millions in snow removal subsidy to municipalities. Total in 1939 was $1.5 millions. Last winter, 560 trucks, graders, bulldozers and blowers, 60 miles of snow hedge, 1,500 miles of snow fence, 42,000 tons of chemicals, 470,000 tons of sand, plus gasoline, oil, tires and manhours. Largest machine a $25,000 all-wheel-drive Diesel truck, 200 hp. Communication system to all division offices around the clock seven days a week, including teletype relay of all important weather change information. Weather forecasts twice daily to all division offices. Studying radio telephone.

New Brunswick — Last winter $1.3 millions including $150,000 of grants to cities and towns. Total in 1939 was $200,000 and no grants. Snowfall in north in many years tops 200 in., in south usually half that but accompanied by rain. Equipment: heavy and medium four-wheel-drive trucks, Walters snowfighters, Sicard snowblowers (these cost $25,000 to $27,000 per unit), patrol trucks and tractors with attached plows.

Nova Scotia—Started highway snow removal with three plows and no policy in 1936; now has 160 plows, a well-designed plan and winter maintenance costs at a relatively low $130 a mile. Equipment includes 27 four-wheel-drive trucks, three snow blowers, 55 Diesel patrols with plows and wings, 87 tractors for a total investment of $2.1 millions

Newfoundland — Very little snow clearing except in St. John's and a few other organized municipalities — kept open in winter are 280 miles out of 2,200 miles of auto- and truck-using highway. Last winter's cost $85,000; this winter's budget $75,000.

Manitoba—Last winter $331.5 millions (supplemented budget because of heavy snowfall); this winter's budget $215,000, plus $12,000 grants each year to municipalities. Fifty-mile patrol beats each have 2-3-ton truck and crews, plus stockpiles of sand-calcium chloride mixture against ice. Snow hedge and snow fence total 425 miles. Fleet comprises 18 nose and wing truck plows 5-10 tons, 10 rotary plows 4-6 tons, 5 motorgrader plows, 1 tractor plow, 1 truck plow. Largest are 10-ton, all-drive, 200-hp. Diesel trucks, $30,000 fully equipped.

Saskatchewan — Last winter $200,000; budget this winter $250,000 against $55,000 in 1939. Equipment: 75 units comprising 8 rotary plows, 28 truck plows, 39 grader plows. Costliest is $26,000 Snogo rotary. No operation during blizzard. Regina and Weyburn areas toughest — southeast area gets most storms. Average fall 27 inches a month

Purchasers and Distributors
of Government, Municipal and
Corporation Securities

Enquiries Invited

A. E. Ames & Co.
Limited
Business Established 1889

TORONTO MONTREAL WINNIPEG VANCOUVER VICTORIA
LONDON OTTAWA HAMILTON KITCHENER OWEN SOUND
ST. CATHARINES QUEBEC NEW YORK BOSTON LONDON, ENG.

U. of T. To Again Conduct Management Conference

Where is tomorrow's business leader? Probably in charge of a department in his organization, handling the job with such initiative that top management is already eyeing him for general managerial duties.

His firm has taken a long look to the future, and decided that its security requires a smooth "flow" of men competent for senior jobs. The flow has been interrupted by depression and war. The wise firm seeks special means to stimulate it.

University of Toronto is trying to help out, in company with several other universities on this continent. Last year, Toronto offered a "Management Course," assembling 20 promising young executives on the campus for four weeks of intensive training and discussion.

This year the Conference will be held for the second time, and the dates set are May 29 to June 24.

These conferences differ from most university work in that they recall executives to the campus at an age older than that generally associated with university training.

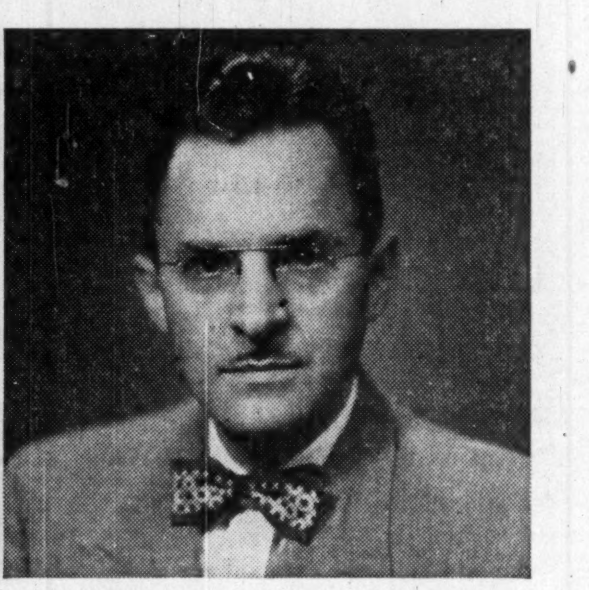
As an example (there are actually no age limitations), the chap who's slated to go up from departmental to general managerial duties is probably 35 to 45 years old. If he had any undergraduate training, it's 10 or 20 years behind him now, and the interval has been filled with the pressing problem of the "immediate." Particularly if he's stayed with one firm, he has become fully indoctrinated in the methods of that one firm. It may have been a long time since he took any detatched over-all look at business, and its place and problems in society. But such problems will be constantly at his doorstep once he reaches top management.

To fill the gap, the conference staff and its director, Prof. S. G. Hennessey, have lined up speakers, discussion groups, and field trips which are "intended to occupy fully the energies of all who participate . . . it will not be possible to enter on anything less than a full time basis." Conference members will eat and sleep on the campus, with activities centred in Hart House.

SIGMA MINES (QUEBEC) reports January production of $236,935 from 35,402 tons of ore milled. This compares with production of $254,413 for December, 1949 and $205,339 for January, 1949.

REPORT SUBSTANTIAL DROP IN ACCOUNTING COSTS!

H. STERN, *Secretary-Treasurer, of Bruck Mills Limited, Montreal, Quebec, one of Canada's leading manufacturers of fine fabrics, states: "About three years ago, we installed Underwood Sundstrand Accounting Machines. This installation has resulted in substantial savings—both in staff and general costs. And, no less important, monthly reports are obtained far more promptly."*



G. L. HODGE, *Secretary-Treasurer, of Hodge Auto Parts Limited, Montreal, Quebec, one of the province's larger distributors of automotive parts and a Ford-Monarch dealer, claims: "Since installing the Underwood Sundstrand we have decreased our clerical accounting staff by 40%. In addition, our monthly statements are always in balance and in the mails on the last day of every month."*

IT'S EASY TO UNDERSTAND! . . . Underwood makes *three* distinct types of accounting machines . . . Underwood . . . Elliott Fisher . . . and Sundstrand . . . with a wide, flexible range of models in each. Individually, or in combination, they can handle ANY accounting job, however complex, *automatically.*

It will also pay *you* to call in an Underwood specialist. You'll discover how you can simplify your accounting routines—*and save money!* Do it soon!

Underwood Accounting

UNDERWOOD
ELLIOTT FISHER
SUNDSTRAND
SAVE MONEY FOR ALL . . . LARGE AND SMALL!

MADE AND SERVICED BY THE MAKERS OF UNDERWOOD TYPEWRITERS

RHEUMATIC FEVER

Medical science is steadily gaining in the fight against rheumatic fever. While this disease is still the leading threat to the health and well-being of school-age children, studies show that the death rate has been going down for the past 20 years. In fact, during the past 8 years, this decline has been 3 times faster than it was before 1940.

Authorities stress that there is much to be done if our fight on rheumatic fever is to progress still further. Although attacks of the disease may weaken the child's heart and thus require careful medical attention, specialists say that there are 3 important ways in which parents can cooperate with doctors in helping to safeguard their children's health:

1. By keeping alert for warnings of rheumatic fever. Loss of appetite, pains in the joints, or persistent low fever may be signs of this disease. Often they are not, but it is always wise to check with a doctor.

Sometimes, rheumatic fever has no symptoms, so it is also a good precaution for the child to have a thorough medical examination at regular intervals.

2. By following the doctor's advice about treatment in case the child has rheumatic fever. Doctors often advise long rest in bed to help protect the heart from unnecessary strain.

Parents can do a great deal to make the child's stay in bed easier and more beneficial by finding ways to keep the child occupied and interested. Diversions suited to the individual child are recommended. These may include games, books, and other amusements that do not tax the child's strength.

When the child is allowed to leave his bed, parents should see that he returns to normal activity only as gradually as the doctor recommends.

3. By helping to guard against recurrence. One of rheumatic fever's great dangers is that it may strike more than once.

To help guard against this, doctors may advise steps for keeping the child in good physical condition, and for avoiding nose and throat infections which may precede another attack. With good medical guidance, a recurrence of this disease can frequently be prevented.

Research on diseases of the heart is increasing. To aid in this work, 148 Life Insurance Companies support the Life Insurance Medical Research Fund which makes grants for special studies in diseases of the heart and blood vessels. To learn more about helping your heart, send for Metropolitan's free booklet, 0-Y, "About Rheumatic Fever."

COPYRIGHT CANADA, [illegible] — METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company
(A MUTUAL COMPANY)
Home Office: New York
Canadian Head Office: Ottawa

Please send me a copy of your booklet, 2
"About Rheumatic Fever."

about rheumatic fever

Name..........

Street..........

City.......... Prov..........

R. W. SHEPARD

Vice-President L. F. Flaska of Mutual Benefit Health and Accident Association takes pleasure in announcing the appointment of R. W. "Roy" Shepard as "Assistant to the Vice-President" in charge of sales promotion, including conservation of the Association's business in Canada. *

Industrial Growth

New plants and expansion projects to boost the nation's bulk output, product diversity, jobs.

Some 260 new branch plants have been opened in Canada by U. S., British and other outside manufacturing companies since Ottawa imposed special controls on imports a little over two years ago. That's an average of over two a week.

Of the 260, some 180 or average 1.5 week were developed by U. S. firms, 60 British, 20 other. Most make goods Canada would otherwise have had to import mainly from United States, and so are playing an important role in our U. S. dollar-saving drive.

So George McIlraith, parliamentary assistant to Trade Minister Howe, told a recent meeting in Ottawa of Quebec's local and provincial industrial commissioners.

Bedard

Bedard Co., l'Assomption, Que., refrigerators, President Eduard Roy, has been licensed by Gibson Refrigerator Co., Greenville, Mich., President Charles J. Gibson, to make Gibson refrigerators in Canada. The deal will involve considerable expansion of production from the level formerly held with Bedard's "Roy" refrigerator. New line is scheduled to reach market about April; will be distributed by Canadian Fairbanks-Morse.

• • •

Drew

E. F. Drew & Co., Toronto, subsidiary of Drew Inc., New York, has leased 13,000 sq. ft. in the Ottawa-sponsored Ajax industrial development east of Toronto, according to Toronto Industrial Commission. The American firm has been processing oils and chemicals. The Canadian company, which for some time has operated an in-city office, will handle and manufacture edible oil products and a diversified line of special chemicals for automotive, textile, leather, dairy and dry cleaning industries and power plants. C. Christoffersen is Drew's Canadian general manager.

• • •

Century Engineering

Century Engineering Co., Toronto metal fabricator, Louis L. Lockshin, is completing construction of 5,000 sq. ft., 1 story concrete block extension. Century will substantially increase output of metal specialties and bicycle parts. On order for the new plant unit is a punch press with a bed area about 4 by 6½ feet and 12-in. stroke. With this machine, Century will handle larger stampings and drawings than before.

• • •

Dochert

Dochert Brick & Tile, Arnprior, Ont., John S. McKay, brick, farm drain tile, has plans for possible plant expansion to make sewer pipe, flue lining, wall coping, etc. McKay acquired the plant in 1946, improved it in 1947, draws marine clay from nearby Dockhard Creek.

• • •

Chatham Erecting

Chatham Erecting Co., A. A. McDowell, president & general manager, Chatham, Ont., maker of small water tube boilers (by license from Morheat Corp., Lansing, Mich.), steel storage tanks, conveyors and fire escapes, this month added 6,000 sq. ft. of manufacturing floor by acquiring space in former Parks Foundry. This will be known as Plant No. 2. The expansion, announced by the civic Industrial Bureau and Commissioner Bill Gray, is credited mainly to CE's boiler business. The first Canadian-made Morheat was turned out last September. Boiler for hot water heating in an 8-room house is only about 16 inches square and 52 inches high. Range of sizes for other uses from 2 to 40 horsepower goes up to 5 feet square and 72 inches high.

• • •

IBM

International Business Machines Co., Toronto (IBM Corp. and IBM World Trade Corp., New York), has foundation going in for its new $1 million plant in suburban North York township; engineers and architects David Shepherd & R. W. Powell, Claire G. Maclean; foundation contractor A. W. Robertson Ltd. Tenders on superstructure steel erection contract were received recently. On 24 acres, building will have 113,000 sq. ft. of floor, partly 2 stories, steel, brick, glass block. It will serve Europe, South America, domestic markets, employ about 400, at first produce electric typewriters, accounting machines, time recorders, time systems. Eventually, the new plant also will assemble IBM's "mechanical brain" electric calculator.

• • •

Amos Coal

C. L. Amos Coal Co. (Canada), Montreal, affiliated with Amos Coal, Syracuse, N. Y., is building a new dock 2½ miles west of Cornwall, Ont. The dock will be operated by W. C. McGuire & Sons, Cornwall fuel merchants; is scheduled to be in full operation when the navigation season opens; will have 530 ft. water frontage, depth of 500 ft., storage capacity of 100,000 tons of bituminous coal for industrial and commercial use. The "S. S. Coalfax," self-unloading coal carrier, recently delivered its last cargo at the new Amos dock before going into winter storage at Cornwall. It was the dock's first.

More than $8 millions for new plants and equipment in the Toronto area in 1949 was represented in 21 new industries reviewed days ago at the annual meeting of Toronto Industrial Commission, Thomas H. Bartley, general manager. This is a record in TIC's 21 years' operation Land bought in 1949 for new and expanding industries is estimated at 305 acres, against 106 acres in 1948.

The Commission's two-decade list of operations now shows 288 industrial developments, representing capital investment of $69 millions, 165 acres of floor under roof, employment for 18,158.

Notable in the 1949 list are a bearing plant under construction on 40 acres for Canadian SKF; proposed plants for Pilkington Glass Mfg., sheet glass, 33 acres, and British Oxygen Canada, 48 acres.

Here are recent individual developments reviewed in TIC's latest (Jan. 31) bulletin:

Long Paper Box

A. E. Long & Co. has bought 4½ acres in suburban East York Township's booming O'Connor Drive industrial area, will build and move from in-city plant expropriated as part of Toronto's Regent Park public housing development. New plant, 65.000 sq. ft., one-story, steel and brick, will have some new equipment, 200 workers; will cost an estimated $550,000 with equipment. Long hopes to increase production of paper boxes and containers in the new premises.

• • •

Russell Specialties

F. C. Russell of Canada, recently formed subsidiary of F. C. Russell, Cleveland and Macotta of Canada, Weston, near Toronto, has bought an 11,000-sq. ft building and 2½ acres in suburban Scarborough township's "GECO" industrial development, former war plant. There, Russell and Macotta will make the American firm's all-metal, "self-storing" combination screen and storm sash, screen doors and Venetian-type awnings. Operations are scheduled to start about April 1 with 75 workers. Russell of Cleveland is credited with net worth over $3 millions and four U. S. plants. One feature of its metal combination window is a slide-in, interchangeable storm window and screen.

• • •

Wolf Tools

Wolf Electric Tools Ltd., London, Eng., has leased in-city space as its first overseas branch plant handling partial assembly, centralized factory service and parts distribution of electric portable hand tools and specialized bench equipment for automotive and allied industries, other industrial use. H. A. Brittain is district manager. Wolf has been operating in Britain for 50 years, with four factories and 400 outlets there, 78 in other countries.

• • •

Snap-On Tools

Snap-On Tools of Canada, subsidiary of Snap-On, Kenosha, Wis., has bought 3½ acres in Scarborough township's O'Connor Drive area and will build a one-story, 20,000-sq. ft., steel and brick plant starting in August to cost $225,000 with equipment. A. W. Clark is general manager. On completion of the new plant soon after next Christmas, Snap On will move from existing Toronto lake shore plant, continue making its established line of wrenches, hand and mechanics' tools, most of which have 100% Canadian content, it is stated.

• • •

Kop Beverages

Kop Beverages, Toronto, plans spring-summer construction of 20,000-sq. ft., 1½-story bottling plant on two acres in East York township bought recently. The new plant, to cost $235,000 for land, building and equipment, is to be completed next fall, will employ 50 with full production, have annual capacity of 500,000 cases of carbonated soft drinks. In addition, it will produce concentrated syrups for Kop's custom bottlers.

• • •

Rolls Drugs

Rolls & Darlington Ltd., with associated Comfort Products Ltd., and Lyndon Sales Ltd., has leased a two-story, 31,500-sq. ft. in-city building for manufacture and wholesaling of drugs, household remedies, foot aids and cosmetics. Rolls & Darlington and associated companies move from smaller, more central quarters.

Complete
ENVELOPE & PACKAGING
Service
- ENVELOPES
- CELLOPHANE PRODUCTS
- SPECIALTY BAGS

Largest manufacturer in Canada of ENVELOPES and PRINTED PAPER PACKAGES
DOMINION ENVELOPE CO. LTD.
TORONTO MONTREAL WINNIPEG
Representatives Coast to Coast

Save
AS YOU GO

A small sum saved from each pay envelope amounts in time to a fund that enables you to *do* things. It's *regular* saving—more than *how much*—that counts. Canada Permanent pays you 2% ON SAVINGS DEPOSITS.

CANADA PERMANENT
Mortgage Corporation
Head Office:
320 BAY ST., TORONTO
8-8

Call
PR. 2171
for
LOCAL and NATIONWIDE
MOVING, PACKING
SHIPPING, STORING
First-class service that costs you no more.
M. RAWLINSON LIMITED
610 YONGE ST., TORONTO
established 1885

NATURE UNSPOILED

YOURS TO ENJOY

The SNOW BUNTING is a sturdy little bird, who seems to enjoy the rigors of Canadian winter. He's soft brown and white, and at a distance looks like a large snowflake! Look for him in snow-swept fields. Always protect this pretty little visitor.

YOURS TO PROTECT
CARLING'S
THE CARLING BREWERIES LIMITED
WATERLOO, ONTARIO
D40C

SERVICE AND QUALITY FOR 37 YEARS

Slater Pole Line Hardware for Canada's power transmission lines and communication systems is sold and stocked by Northern Electric Co., Limited.

Contact us direct for information and assistance when you need . . .
PRESTMETAL PARTS · LIGHT FORGINGS
VITREOUS ENAMELLING · HOT GALVANIZING
SPECIAL MANUFACTURING
We welcome your enquiries.

N. SLATER COMPANY LIMITED
HAMILTON·CANADA
Montreal Winnipeg Vancouver Edmonton

TORONTO GENERAL TRUSTS
Reports for 1949

The demand for trust and agency services increases as Canada expands...

Excerpts from addresses by the President and General Manager at the 68th Annual Meeting.

The volume of new business we have received originating from the whole territory served by the Corporation, is evidence of the public appreciation of our services and their usefulness. Our branch organization extends from Montreal to Vancouver and our Advisory Boards of leading business and professional men keep us in close touch with local conditions. In 1949 our assets under administration reached a new high point, our earnings were well maintained and the volume of new business received exceeded that of any previous year.

The new business this year, as in other years, has consisted largely of new estates, personal trusts, and personal agencies. It is of particular interest that this was made up of a large number of appointments rather than a few exceptionally large items. Another important section of the new business came by way of appointments to act as trustee under bond mortgages, oil royalty agreements, pension plans, and as tranfer agent, and in other corporate trust and agency capacities. These appointments are increasingly coming through our Western Branches.

Under the prevailing low rates of yield on Government and Municipal securities those appointing the Corporation as executor or trustee are increasingly providing for the retention of their original assets and authorizing investment beyond those known as trustee investments. Where wider powers have been given to us it has been an important function of our administration to maintain a balanced diversification within the limits laid down, having regard always to the particular circumstances of each account. Assets now held for estates and trusts, and for agencies, include preferred and common stocks, corporation bonds, Government and municipal debentures, mortgages, real estate and miscellaneous assets.

The work of supervising this very diversified portfolio has made it essential to have a well-trained technical personnel. We are equipped to render valuable services to individuals and corporations in the management of securities and in the management of real estate properties, mortgages, appraisals, sales and rentals.

Copy of the Annual Report mailed on request.

Some Comparative Figures

	1948 $	1949 $	Increase $
CAPITAL ACCOUNT *(Shareholders' Funds)*	6,191,255	6,313,569	122,314
GUARANTEED TRUSTS ACCOUNT *(Guaranteed Certificates and Savings Deposits)*	23,900,004	25,824,575	1,924,571
ESTATES, TRUSTS AND AGENCIES	274,855,101	280,914,096	6,058,996
TOTAL ASSETS UNDER ADMINISTRATION	304,946,360	313,052,240	8,105,881
NET PROFITS	646,876	658,270	11,394

BOARD OF DIRECTORS

President CHARLES MCCREA, K.C.
Honorary President W. G. WATSON

Vice-Presidents
AUBREY DAVIS
C. C. CALVIN, K.C.

Directors
HON. A. C. HARDY
ISAAC PITBLADO, K.C.
C. S. MACINNES, C.M.G., K.C.
ARTHUR L. BISHOP
WALTER C. LAIDLAW
C. H. MACLAREN, C.M.G., D.S.O.
HERBERT H. HORSFALL
CHARLES S. BAND
HON. ERIC W. HAMBER, C.M.G.
C. GORDON COCKSHUTT
J. E. HAHN, D.S.O., O.B.E., M.C.
JOHN R. READ, O.B.E.
WILLIAM C. HARRIS
EDGAR G. BURTON, C.B.E.
ROY H. DAVIS
F. G. WINSPEAR
J. K. MACDONALD
DONALD A. MCINTOSH
HUGH E. O'DONNELL, K.C.
A. BRUCE MATTHEWS, C.B.E., D.S.O., E.D.

GORDON C. LINDSAY *General Manager*

A. ROY COURTICE *Asst. Gen. Manager*
W. H. MOWAT *Asst. Gen. Manager* (Vancouver)
DONALD K. TOW *Asst. Gen. Manager*

SIXTY-EIGHTH ANNUAL REPORT • THE TORONTO GENERAL TRUSTS CORPORATION

HEAD OFFICE: 253 BAY ST. & UPTOWN: 36 BLOOR ST. W., TORONTO; BRANCHES: MONTREAL, OTTAWA, WINDSOR, WINNIPEG, REGINA, SASKATOON, CALGARY, EDMONTON, VANCOUVER

We invite your inquiries about our services

NORMAN R. UNSWORTH

Harvey Spry and Associates Ltd. is pleased to announce that Norman R. Unsworth has become associated with the Company to continue his activities in the management consultant field. *

"TOPS" on TOPS
ON OR OFF IN A JIFFY

Aluminum Frame, Duck Cover for ½, ¾ and 1 Ton Pick-ups
SEE YOUR CAR OR TRUCK DEALER OR WRITE FOR DESCRIPTIVE FOLDER
TRUCK CANOPY CO.
1260 QUEEN ST. W., TORONTO

REPRESENTATIVE AVAILABLE

Ottawa representation is offered at a reasonable cost by a gentleman who has intimate contacts with all government departments and has the "know-how" to obtain satisfactory results.

BOX 20, THE FINANCIAL POST, TORONTO

MATERIALS HANDLING ENGINEERING

Available for responsible position. Mechanical engineering graduate, extensive experience in materials handling sales and application. At present sales manager of materials handling equipment manufacturer.

REPLY BOX 31, THE FINANCIAL POST, TORONTO

WANTED
FIELD SUPERINTENDENT
by
The Life Underwriters Association of Canada

Candidates with all or some of the following qualifications will receive preferential consideration:

AGE: 25 to 35 years of age.

EDUCATIONAL BACKGROUND: University education desirable—law or commerce and finance preferred.

LANGUAGES: Proficient in French and English.

BUSINESS EXPERIENCE: Previous life insurance experience an asset, preferably in fieldwork, with C.L.U. degree a desirable qualification.

PUBLIC SPEAKING: Public speaking ability particularly desirable.

PERSONALITY: Should have high ideals and be a good mixer with the qualities of a good salesman, able to meet people easily.

Apply by letter giving full information to:

General Manager
Life Underwriters Association of Canada
159 Bay Street, Toronto 1

Escape the "hour hand" squeeze of office work by making dictation a private matter between you and your Edison Voicewriter . . . freeing your secretary to help out on other tasks.

She'll appreciate, too, the clarity of Edison's exclusive Ear-Tuned Jewel-Action. It "tailor makes" your voice by accentuating the higher, word-defining tones. She'll work faster, too, with fewer errors, and be finished sooner, to help you other ways.

Whether it is the new disc-type or electronic cylinder-type, no other instrument matches Edison understandability . . . because only Edison has Ear-Tuned Jewel-Action.

Thomas A. Edison

Phone "EDIPHONE" in your city, or write Thomas A. Edison of Canada, Ltd., Toronto 1, Ontario.
Edison Safety Discs can be re-surfaced and re-used repeatedly

LABOR ROUNDUP

By RONALD WILLIAMS

Who Is Our Most Influential Labor Man? Communists Nominate Leader Tim Buck

Canada's Communists were falling all over themselves this week, bowing and scraping before their leader, Tim Buck. The occasion was the 20th anniversary of the little English machinist as leader of the Communist party in Canada.

The hosannas were only slightly less idolatrous than those heaped on Stalin himself on his recent birthday. Last Saturday the faithful filled Toronto's Massey Hall for a "Sing For Tim" celebration. They even hailed Buck as Canada's foremost union leader . . . "towering over . . . even the best . . ."

In their eagerness to pour on the ideological oil, the Communists unwittingly admit the truth of the charge legitimate labor has laid against them: masquerading under the pseudonym, Labor Progressive Party, they are the power behind the throne in too many unions.

For example, although Buck has had no direct union affiliation since his expulsion years ago from the Machinist's union, J. B. Salsberg, the party's labor boss, in his weekly trade union directive says:

"This very day there are more rank and file unionists as well as more honest, independent thinking and progressive-minded leaders who look to Tim Buck for advice and guidance than to any single trade union officeholder in the country . . ."

The way Salsberg tells it, Buck is the main and only pillar of strength in the labor movement. He led the fight to "amalgamate craft and industrial unions . . . gave leadership to the unemployed during the great crisis of the thirties . . . he predicted the economic crisis which is now upon us . . . his sound advice led to the organization of the unemployed and the current struggle for jobs and cash relief . . ."

If all this is true, why are Communist fortunes at their lowest ebb in history in Canada? Only last week-end the Ontario Federation of Labor (CIO-CCL) showed how low they had fallen. At its annual convention in Toronto, bed rock Communist strength was a meagre 19 votes among the 170 delegates. To lead their thin forces, they had to fall back on an unknown and ineffective auto worker from Windsor. The Red line was not just wavering; it had broken.

After 20 years of Buck's leadership, Communist influence inside and outside labor, was declining rapidly. They were still able to hoodwink some with their Peace Movement and "Ban-the-Bomb" campaign, their carefully camouflaged cultural activities and womens movements.

But mainly due to constant exposure, the Reds were finding it more and more difficult to put their fronts over. In most sections of labor it was just about impossible; the minute a Red shows up in his true colors, he gets it in the neck.

Only to the Moscow-mesmerized was Buck all he was cracked up to be by one of the party's top brass, Stanley B. Ryerson. . . "our leader and comrade, teacher and friend, Tim Buck has won the love and devotion of tens of thousands."

* * *

Guild Wins And Loses

The CIO American Newspaper Guild, now making a serious bid to organize the editorial staffs of Canadian newspapers, last week won a minor skirmish and lost an important one. The victory: a contract with the Vancouver Daily Province. The loss: failure to get a majority in a certification vote at the Toronto Telegram.

The Vancouver agreement establishes one of the highest wage schedules in the West: senior reporters, $68.50 minimum for 37½ hour week (against $80 on Toronto Star for 40 hours); top editorial men, $94; minimum for reporters with three years experience, $44.50. Contract also provides for usual Guild benefits: overtime and severance pay; sick leave and union security.

In Toronto, the Guild lost its first real test. Of the 158 Telegram employees eligible to vote, 74 voted for the Guild; 73 against; 10 did not vote and one ballot was spoiled. Except in Saskatchewan and Nova Scotia, a union has to get a majority of all eligible to vote; a straight majority of those who do vote is not enough. This is one of labor's biggest gripes. Other elections are not run this way; they can't see why it should only apply to labor votes.

* * *

Police Want 5-day Week

The 1,116 men on Toronto's police force were this week pressing harder than at any time before for the five-day week. The Police Commission had turned down their request for it and two emergency meetings were held Monday — for men on day and night duty — to discuss the refusal.

All other Toronto civic employees, except firemen who work a 56-hour-week, are on a 40-hour, five-day basis. Outcome of the meetings was expected to be an application for arbitration.

* * *

Nfld. Miners Back to Work

After a three-week stoppage—Unemployment Insurance Commission officials termed it a "lockout" — 2,200 Newfoundland and Wabana CIO Steelworker's union iron ore miners have gone back to work and voted to accept a tentative agreement. The dispute was over the effective date of the new contract; the company wanted it to run from Jan. 1; the union with the spring shipping season. Tentative agreement is largely the same as last year with no change in the basic hourly rate of 90c.

One of Wabana's four mines has closed, another is due to close Feb. 26 unless market conditions improve. Closing of both mines would throw 500 men out of jobs. Wabana, is owned by Dominion Steel & Coal Corp. which takes the biggest part of the mines' output for its Sydney steel mills.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

EQUITABLE LIFE INSURANCE CO. OF CANADA on Dec. 31 had $73.4 millions of life insurance in force, a gain of $6.6 millions, while new insurance for the year gained about $400,000 or almost 4%.

Total income increased about $350,000 to $3.2 millions, while payments to policyholders and beneficiaries were $1,072,683 ($889,275 in 1948). Since organization the company has paid $17,227,824 in benefits. Total assets rose $1.3 millions to $21.1 millions. Among the assets, mortgages totalled $15.3 millions of which 60% are National Housing Act loans. Gross rate of interest earned on invested assets was 5.04%, (4.88% in 1948). Policy reserves rose over $1 million to $17.2 millions.

	1949 $	1948 $
Insurance in force	73,459,582	66,823,745
New insurance	10,627,066	10,228,385
Total income	3,267,726	2,917,904
Total disbursements	1,986,707	1,770,882
Pay'ts to pol'holders	1,072,683	889,275
Assets	21,109,388	19,813,517
Policy & annuity res.	17,189,719	16,130,688
Invest. & conting. res.	800,000	750,000
Surplus	1,200,723	1,153,542
Interest earned	5.04%	4.88%

MONARCH LIFE ASSURANCE CO. reports continued rise in new insurance written in 1949, insurance in force, total assets and surplus. At the annual meeting in Winnipeg, President E. J. Tarr stated new sales of life insurance and annuities at $28.9 millions about 13.6% more than in the previous year. As new insurance sales in 1943 were under $10 millions, the six-year period shows sales almost tripled.

Business in force rose by $19 millions to $164.3 millions, well over double the amount in force at the end of 1943. The company's underwriting activities showed higher average size of policies and average premium per $1,000 with the average writings of agents also showing an increase. Terminations decreased from the previous year. Premium income rose 11.3% and total income 10.7%. The company's mortality experience was stated to be "most satisfactory." Total policy payments were $1.6 millions, while the total amount paid or credited to policyholders and beneficiaries during the year, including additions to policy reserves, was $4.3 millions. Interest earned on invested assets was higher at 4.4%. An increase in the percentage of holdings of corporation bonds was the principal change in the investment portfolio. Percentage of assets invested in preferred stocks and mortgages showed a slight increase.

	1949 $	1948 $
Insurance in force	164,297,000	145,033,739
New insurance	28,997,140	25,516,141
Total receipts	5,791,758	5,221,419
Premiums	3,823,453	3,434,423
Int., divds., etc.	1,357,952	1,236,374
Policy payments	1,642,653	1,398,954
Pol. funds withdr'n	333,750	313,498
Inc. in pol. reserves	2,335,615	2,181,238
Divds. to sh'holders	39,531	33,772
Expenses	1,182,551	1,068,425
Inc. in free surplus	257,657	225,532
Liabs. to pol'holders incl. actuarial res.	29,560,311	27,259,944
Other reserves	1,600,000	1,600,000
Liabs. to sh'holders	509,423	424,733
Prov. for p'holders profits	556,687	514,500
Misc. liabs. & taxes	144,025	117,375
Total assets	33,537,872	30,826,320
Free surplus	1,167,425	909,768
Int. earned	4.40%	4.31%

TORONTO MORTGAGE CO. net profit for 1949 amounted to $100,440, a decrease of .04% from the 1948 net of $100,481.

Liabilities to the public amounted to $1,961,409 ($1,916,678 in 1948). These were secured chiefly by mortgages of $3,299,944 ($3,170,353) and liquid assets of $957,121 ($1,024,939).

	1949	1948
Liabs. to public, etc.*	$1,961,409	$1,916,678
Shareholders' equity	2,340,656	2,323,614
*Secured by:		
Mortgages	3,299,944	3,170,353
Office premises	45,000	45,000
Liquid assets†	957,121	1,024,939
Total	4,302,065	4,240,292
†Includes bonds and stocks.		
Net profit	100,440	100,481
Earnings per share	$5.09	$5.09
Paid	5.00+0.50	5.00

NOTICE

IN THE MATTER OF Section 64 of the Department of Municipal Affairs Act, (R.S.O. 1937, Chapter 59), and

IN THE MATTER OF a Resolution of the Corporation of the Town of Essex dated the 19th of December, 1949, and

IN THE MATTER OF a reference of The Honourable, The Minister of Municipal Affairs for the release as of the 1st of January, 1950, from supervision of the Corporation of the Town of Essex (including every local Board thereof).

NOTICE

NOTICE is hereby given that The Ontario Municipal Board intends to issue an Order herein pursuant to Section 64 of "The Department of Municipal Affairs Act" (R.S.O. 1937, Chapter 59) within 10 days from the date of this publication, and any person or persons opposing the issue of such Order, must file their objections with the undersigned, the secretary of The Ontario Municipal Board, on or before the 14th day of February, A.D. 1950.

Dated at Toronto, this twenty-eighth day of January, A.D., 1950.

M. B. SANDERSON,
Secretary.

Big Output Boost At East Malartic

A sharp further increase in production is reported by East Malartic Mines for the final quarter of 1949 with output of $579,002 recovered from 99,176 tons milled. Values include exchange premium against $499,341 from 89,507 tons in preceding quarter. Values include exchange premium.

Estimated gold bonus amounted to $153,731 in the final quarter of 1949 as compared with $96,244 in the preceding quarter and $49,562 in the final quarter of 1948.

Underground work in the final quarter of 1949 was largely confined to the three new levels of No. 4 shaft where 1,864 ft. of drifting and crosscutting were completed.

A geophysical survey is being undertaken at surface to cover the north contact zone from a starting point on a known ore body on the adjoining Barnat property, the company states. It is expected that results from this survey will be of assistance in spotting holes when the proposed diamond drill campaign of the north zone gets under way.

CHESKIRK MINES Jan. 27 installment of 25,000 shares at 10c a share and each subsequent installment under agreement with Wedlake Interests, have been extended for three months.

Canada Makes Drive For Share In $300 Million Spanish Market

OTTAWA (Staff) — There's a $300 million market in Spain for machinery and raw material imports from all over the world and Canada is going all out to bite off as big a chunk as possible.

The $300 millions is a semi-official Spanish estimate of what the country needs to spend to put its economy on a sound footing. The greater proportion of it — over 80% — is estimated as being needed for machinery, industrial equipment and farm implements.

First move in the trade drive in Spain comes next month with establishment in Madrid of a Canadian trade commissioner's office. Complementing this move by the Canadian Government, the Spaniards have booked considerable space at the Canadian International Trade Fair in May in an effort to boost their sales here and will be sending over experts to see what they can best buy here in light of current foreign exchange difficulties.

Main immediate need in Spain is for electrical equipment of all kinds without which the Government's program for expansion of chemical, automotive and textile industries plus railway electrification can't get going. This program visualizes a fourfold increase in electrical power production by 1954. A minimum expenditure of $12 millions a year is estimated as required for this electrical expansion and virtually all of it must be spent abroad.

Current trade with Spain is running at very much below pre-civil-war levels. In 1929, for example, Canadian exports to Spain totaled $7.1 millions; imports from Spain totaled $2.9 millions (Newfoundland figures included). This year the figures were approximately $350,000 and $2 millions respectively.

Main items sold to Spain last year were aluminum and steel bars, paper products and synthetic resins. We bought olives, nuts, wines, cork slabs, salt, tartaric acids.

At the Trade Fair the Spaniards will be offering foods and wines; metals and minerals; fine leathers; jewelry; luggage; perfumes; tapestries; silverplate; textile piece goods; carpets, rugs.

To Drill For Oil Near Vancouver

VANCOUVER—Two Alberta oil companies plan to start drilling near Vancouver within the next two weeks.

Maynard Davies, managing director of South Brazeau Petroleums Ltd., and R. A. Brossard managing director of Allenbee Petroleums Ltd., report that they will start a joint drilling effort on 60,000 acres of property they have obtained about 30 miles south of the city.

The drilling rig is now being shipped from Edmonton and will be set up near the King George Highway at Newton.

The companies hope to get oil or gas.

J. A. NORTHEY

Who has been elected President of the Toronto Young Men's Christian Association. *

OUTLOOK FOR 1950

Factors which may affect your 1950 investment program are reviewed in our February booklet, "Investments". It also contains a diversified list of Dominion, Provincial, Municipal and Corporation securities.

Copies available on request

Write, or telephone WAverley 3681

DOMINION SECURITIES CORPN. LIMITED
Established 1901
TORONTO MONTREAL NEW YORK LONDON, ENG. WINNIPEG VANCOUVER VICTORIA CALGARY LONDON KITCHENER HAMILTON OTTAWA QUEBEC HALIFAX SAINT JOHN
50 King Street West, Toronto, Canada

"We Furnish Everything — but the Driver"

RENT-A-CAR CO. LTD.

916 YONGE ST., TORONTO KI. 3189
193 King St. W., HAMILTON • 543 Dundas St., LONDON

NEVER BEFORE IN CANADA . . .

TRUCKS
one piece cast
for diesel locomotive and passenger cars

CANCAR produces exclusively
COMMONWEALTH

Accepted the World over
Low cost maintenance

Proven in service
Exceptional dependability

Techniques developed through 50 years experience

Using Canadian Labour—
Saving U.S. Dollars

This modern Commonwealth all-coil spring truck ensures soft, easy riding. It utilizes a one-piece cast steel truck frame, providing greatest strength with minimum weight and maximum serviceability with least maintenance.

Commonwealth six-wheel passenger truck.

Commonwealth cast steel one-piece four-wheel diesel switcher locomotive truck frame.

Commonwealth cast steel, one-piece four wheel diesel road locomotive truck frame.

Adoption of Commonwealth designs and techniques by Canadian Car & Foundry is a logical step. Cancar have been making quality ferrous castings for nearly 50 years. They are the largest suppliers of railway equipment in Canada, operating the biggest foundry and having unsurpassed machine shop facilities.

CANADIAN CAR & FOUNDRY COMPANY
Limited
Montreal • Fort William • Brantford • Amherst

MILAN
INTERNATIONAL
FAIR

12th - 30th
APRIL

EUROPE'S GREATEST INDUSTRIAL EVENT OF THE YEAR

- 7000 exhibitors from 40 countries.
- Total exhibition space: 3,550,800 square feet.
- Special facilities and advice provided for foreign visitors.
- Interpreters and guides available.

INFORMATION AND SPECIAL CONCESSION PASSES ("IDENTIFICATION CARDS") FROM:
Italian Embassies, Legations and Consulates
or TRAVEL AGENCIES

NATURE UNSPOILED

YOURS TO ENJOY

The HORNED LARK is another winter visitor. A handsome little bird, he looks like a small chicken running in the snow. Look for him with snow buntings along snowy beaches. Like other winter birds, he feeds on seeds of grasses and weeds, and should be protected.

YOURS TO PROTECT
CARLING'S
THE CARLING BREWERIES LIMITED
WATERLOO, ONTARIO
© 1948 CARLING'S D400

INDUSTRIES WANTED

By the Village of Eganville, in the County of Renfrew. Village has surplus labour and electric power. Can supply site on water front. Have both C. P. & C. N. train service. Fixed assessment considered.

For further particulars apply to
Mrs. L. L. Freitag, Clerk
Box 243, Eganville, Ont.

THE SAFE ENCLOSURE FOR ALL MESSAGES
BARBER-ELLIS ENVELOPES
A SIZE AND STYLE ... FOR EVERY PURPOSE
BARBER-ELLIS
ALL CANADIAN COAST TO COAST

Royal Securities Corporation
Limited

Underwriters and Distributors of
Government, Municipal, Public Utility
and Industrial Securities

244 St. James Street
Montreal

330 Bay Street
Toronto

Halifax Saint John Quebec Ottawa Hamilton Winnipeg
Calgary Vancouver Charlottetown St. John's, Nfld.

494

To Shareholders of
BEATTY BROS. LIMITED
AND INTERESTED "TRADERS" AND INVESTORS

The affairs of Beatty Bros. Limited, one of Canada's largest and oldest-established manufacturers of washing machines, household appliances, and farm equipment, are reviewed in our February "Investment Securities Review." We shall be glad to send you a copy on request.

"Investment Securities Review"
Free on Request

Each month the "Investment Securities Review" contains a list of the approximate current prices and interest or dividend income from all important Government and Corporation Bonds and Industrial Preferred and Common Stocks, as well as shares of leading Oil and Mining Companies. Invaluable for reference. Write for copy now—free on request.

JAMES RICHARDSON & SONS
ESTABLISHED 1857

80 KING STREET WEST
TORONTO
Phone ELgin 8361

BOARD OF TRADE BLDG.
MONTREAL
Phone MArquette 1331

EXECUTIVE OFFICES—WINNIPEG
Branches: Vancouver, Victoria, Calgary, Edmonton, Regina, Saskatoon, Moose Jaw, Lethbridge, Portage La Prairie, Swift Current, Kenora, Kingston, Toronto, Montreal

50-1

Provincial Roundup

Significant events in public affairs and business in the Canadian provinces

British Columbia

"Doctor" For Hospital Scheme: Wizard fellow at figures who organized B. C.'s sales tax collection, Lloyd F. Detwiller, 29, is to be head of British Columbia Hospital Insurance Service. Announced by Premier Johnson, job will be permanent and will have the status and salary of a deputy minister. Assisting Detwiller will be A. D. Kincaid and James Burne, experts engaged by James Hamilton and Associates who have been making surveys of the service. Appointment is a government step toward solving trouble encountered in making the scheme work and putting it on a sound financial basis.

Weather Ship Obligation: Soon to take up a position 1,000 miles west of Vancouver will be a weather ship, St. Stephen, now maintained by Canada on a half-share basis with an American ship near Greenland. New Pacific move is an obligation assumed by Canada as a member of the International Civil Aviation Organization and in addition to moving the St. Stephen, Canada will outfit two more ships to complete quota necessary for full-time station operation. At present three U. S. ships lie off the coast on 30th, 40th and 50th parallels of latitude. Canadian ships will take over northern position allowing American ships to move farther west. More accurate weather maps will result and possibly more accurate predictions.

• • •

Alberta

Seek Charter Amendments: Edmonton will seek some five charter amendments at February Legislature session. One covers oil drilling in the city and arises from doubt as to whether the city could impose a revenue on the volume of petroleum gas products obtained in the city. Amendment is to make certain of this power. Another change concerns the $4,500,000 Macdonald Hotel extension. Last year the city obtained an amendment fixing payment in lieu of taxes on new hotels or extensions costing more than $2 millions at a minumum of $100 per bedroom a year. Now the city has agreed with CNR to a minimum charge of $75 per bedroom per year. New amendment will cover this.

To Auction 70,000 Acres: Provincial Government order-in-council has authorized auction of 70,000 acres of Alberta school lands commencing around mid-month. Lands are located north of a line running approximately across the province through Leduc and area extends north to include Athabasca region, excluding Peace River district. Lands are Crown lands and for a year were reserved to permit filing to veterans under homestead leases. Terms provide for a one fifth down payment with balance spread over nine years at 4% interest.

• • •

Saskatchewan

Another Saskatchewan Idea: Setting up of a community investment corporation in Yorkton is advocated by Lawrence Ball, president of Yorkton and District Board of Trade. Said Ball: "The purpose of such a corporation would be to discontinue the drainage of money by eastern interests from western Canada by reason of their high cost of insurance premiums. In five or ten years we would have a community so strong we would not have to go to any government with a tin cup in our hands and nothing would shake it short of an earthquake."

Prepare To Battle Hoppers: With egg infestation greater than initially believed and with worst grasshopper threat in years looming, Saskatchewan is girding for a counter-attack. New chemical, adrin, will be the major poison used this year and will mark the the first time it has been used on a commercial scale in Canada. New poison said to be much more potent than the one used last summer and when employed on acreage basis is less expensive. It will be used in conjunction with another control method — trap stripping summer fallow fields and early shallow cultivation of stubble fields.

• • •

Manitoba

Plan Life-Long Car License: New system of car licensing, permitting motorists to keep the same license plate number for life is being developed in Manitoba. Under plan, to come into effect two years hence, a motorist will be assigned a permanent license number which he will retain whether he changes cars or loses the original marker. As part of the plan letters were introduced into this year's plate numerals and plates issued will also be used next year but with a 1951 tab attached. Plan is expected to be a time saver with motorists able to apply for and receive plates by mail. It is also expected to save considerable money and aid police in tracing stolen cars.

• • •

Ontario

For More Tender Ham: Be kind to pigs before killing them and ham and bacon will be more tender, according to National Research Board, Ottawa, after a year's study with the Canadian packinghouse industry. Heretofore, pigs have been hustled off stock-trains and slaughtered with no thought given to the animal's feelings after long, cold rides in packed cars. Like humans pushed around by crowds it was found that pigs also have tensed-up muscles which tend to eat up blood sugar and the result, when transformed into bacon or ham is a tough, inferior product which will not keep as well as that from a well-rested, happy hog. Council therefore advises a good feed of sugar, a 24 hour rest, and then—the knife.

• • •

Quebec

Operation On Big Ship: Splitting a 250-foot freighter in half, bow to stern and spreading the sections seven feet apart was less than 10 days work to shipbuilders at Montreal's St. Lawrence drydock. Big job will see U. S. freighter, Alden Barnes, converted into an oil tanker for river and Great Lake service, ship's carrying capacity increased by several thousand barrels. Engines, pilothouse and accommodations were all removed at the start and cutting and spreading went without a hitch. On completion four months hence, new tanker will be equipped with latest pumping equipment and capable of carrying an estimated 23,000 barrels of oil.

• • •

New Brunswick

Ship-To-Shore Phones: New ship-to-shore telephone service permitting Bay of Fundy fishermen to call home while at sea or enabling persons ashore to greet friends coming in on a liner, is approaching reality in Saint John. At Red Head government wireless station a 110-foot mast has been constructed and linked with public telephone exchanges. Service range will be some 500 miles. Most calls will be business, such as arranging for berthing and supplies, reporting fish catches or requesting assistance. However, a rate schedule is being negotiated between telephone officials and Federal Government which will make the service available to the public.

To Reclaim 90,000 Acres: Ten-year program of marshland reclamation along the Bay of Fundy in north New Brunswick and Nova Scotia is well under way, according to Maritime Marshlands Rehabilitation Administration office at Amherst. Office was opened last year and has already completed 30 surveys of proposed Maritime projects. Marshland reclamation embraces 90,000 acres of rich agricultural lands. Years of neglect and lack of a maintenance program have taken toll of dykes, some built by Acadians two centuries ago.

• • •

Nova Scotia

Keep Tab on Deer Kills: Nova Scotia may soon adopt a system of tagging deer kills to control the legal take during open seasons, Lands and Forest Minister A. W. MacKenzie told recent annual convention of Nova Scotia Fish & Game Association at Halifax. Under scheme, self-locking tags would be issued with each big game license, and the hunter must attach tag to his deer immediately after the kill. Tags would be issued to cover the bag limit allowed each hunter under province's game laws.

• • •

Prince Edward Is.

Seek 2-Year Guarantee: Northumberland Ferries Ltd. want a more permanent arrangement with the Federal Government before they undertake to continue the Wood Islands-Caribou service for another year. The company has to make extensive alterations to its boats, costing an estimated $50,000, and feels that a guarantee of several years operations should be provided. So far it has worked on a one-year contract, but suggestion that a new ferry will be built and operated by the C.N.R has changed the picture.

Newfoundland

To Map 1,600 Mill Sites: With more sawmills than settlements in the province, Newfoundland forestry division is preparing a map of all millsites. Approximately 1,500 mills are in operation with a yearly output of 60 million bd. ft. of lumber. Greatest concentration of mills is on the north side of Trinity Bay with more than 200 located on Bonavista peninsula. Random Island in Trinity Bay is almost blanketed with mills. From there goes out material for ship construction, buildings and cooperage.

WANTED
CHIEF DRAUGHTSMAN and
DESIGN ENGINEERS

Large Western Steel fabricating shop has openings for Chief Draughtsman, Design Engineers and Detailers. Must be experienced in design and detail of Boilers and pressure vessels, material handling equipment, structural steel and of mechanical design and details. A knowledge of design of Oil Refinery equipment would be an asset. Apply giving full particulars of education and experience.

BOX 33, THE FINANCIAL POST, TORONTO.

E. D. GIBB, B.A., F.S.A. D. T. WEIR, B.A., F.S.A. A. R. McCRACKEN, M.A., F.S.A.

North American Life has announced the appointment of E. D. Gibb, B.A., F.S.A. and D. T. Weir, B.A., F.S.A. as Associate Actuaries of the Company and of A. R. McCracken, M.A., F.S.A. as Assistant Actuary. Mr. Gibb and Mr. Weir formerly were Assistant Actuaries and Mr. McCracken a member of the Actuarial Department. *

Studebaker reduces prices
on all 1950 passenger car models

SAVINGS TO YOU OF
$100
IN FACTORY DELIVERED PRICES

Sensationally lower prices now give you the benefit of Studebaker's all-time peak production!

Come in now! See for yourself how the strikingly beautiful 1950 "next look" Studebakers excel in sleek modern styling — in gas economy — in restful ride — in handling ease — in freedom from costly repairs — in solid values vital to you as a car user!

STUDEBAKER'S *REALLY* ROLLING!
See your Studebaker dealer now!

Roach Joins Young & Rubicam

A new appointment to the staff of Young & Rubicam, Ltd. is that of Harold D. Roach (above) who joins the Toronto office of the advertising agency in a senior executive capacity.

Prior to joining Young & Rubicam, Mr. Roach was Toronto Manager for Benton & Bowles, Inc. He has had a wide and diversified experience in the Canadian advertising field, and has held senior posts both in Toronto and in Montreal.

Re-Unite English Speaking Nations?

The Question: American author Louis Bromfield told Toronto audience that reunion of English-speaking nations is essential and inevitable. Do you think it probable?

Majority of correspondents answering this week's Financial Post question are apparently of one mind—that reunion of English-speaking nations would be highly desirable but they differ when it comes to viewing such a union as inevitable.

What is emphasized is that there should be closer co-operation between English-speaking nations and complete co-ordination of resources, skills and experience should be brought about as a potent factor in fighting communism.

FRANK A. E. HAMILTON, Judge, Winnipeg Juvenile Court

A reunion of the English speaking nations may be highly desirable at some time in the distant future, but it would seem that such a reunion at this time or in the foreseeable future is neither essential nor inevitable. It is essential that there should be the closest co-operation between all English speaking nations and it is probable that for some years to come a greater contribution can be made to world progress by these nations through co-operation than through reunion.

* * *

J. W. HOBBS, President, Consolidated Glass, Ltd., Toronto.

I believe a reunion of all English-speaking nations is highly desirable, that such cannot be unduly hastened, but is a matter of slow growth due to the necessity of converting public opinion on social and economic questions.

I believe that the industries and those national products which are indigenous to any country should be allowed to enjoy freedom of trade, without being prohibited or embarrassed by artificial trade barriers.

* * *

M. D. McCARTHY, President, Carlile & McCarthy Ltd., Vancouver.

I consider a closer association advisable for economic and defense reasons and suggest a federation which could include countries other than the English-speaking nations such as Western Europe, after the fashion of the British Commonwealth. This would appear within the bounds of reasonable expectation within the next decade or two. It might be brought about sooner by outside pressure.

COL. W. G. MacKENDRICK, Director, Warren Bituminous Paving Co., Toronto.

Three thousand years ago our Creator and Upholder foretold in Holy writ that in these later days He would join all Israel together again. The U. S. A. is the tribe of Manasseh, Britain is the tribe of Ephraim dedicated to lead the world with the U. S. A. a good second. Many of the other tribes joined Britain in early days such as the Picts, Scots, Fresians, Saxons, et al.

I have good reasons for believing that the U. S. A. is due to join the Commonwealth in 1954, i.e., after War III, which is definitely foretold for these days and its outcome in God's divine agenda and no guessing about it. God makes no mistakes!

* * *

LT.-COL. C. L. MACKAY, Manager, Bruce Stewart & Co., Charlottetown, P.E.I.

I consider co-operation between English speaking nations essential but would not favor political union.

* * *

ANDREW D. MacLEAN, President, Hugh C. MacLean Publications Ltd., Toronto.

The co-operation of English speaking nations and all peoples of good will is essential today and inevitable in the future. The fact that many peoples use the English tongue is more an accident of history than an indication of common ideals, behaviors or mode of life. There are peoples speaking strange tongues who have ideals as near to ours as many who speak English. If Louis Bromfield suggests reinstatement of his country in the British Commonwealth of Nations, I do not believe this will come about for some years.

* * *

HERBERT D. MacLEOD, Editor, Yarmouth Herald Telegram,

The struggle between the democracies and the controlled economics (communism, socialism, fascism) can and will only be won by and through a union of English-speaking nations, whose essence has always been a continuous striving for an ultimate democratic way of life. The British Commonwealth and the United States of America, because of their ideals and democratic fundamentals, suggest the reunion of English-speaking nations is essential and inevitable.

* * *

CLUNY MACPHERSON, Corresponding secretary, Royal Empire Society, St. John's, Nfld.

What does reunion mean? We already have close American and Commonwealth collaboration for defense—a joint defense board and U. S. bases illustrate this. We already have economic collaboration; consider the Marshall Plan. The British Commonwealth already consists of politically independent governments, some monarchical, some republican. We have about the same relationship with the American republic already. Complete political union seems unessential and difficult.

I don't think such large associations can have strict political unity, but only increasing degree of collaboration in the light of common ideals which we have already. Present world economic difficulties tend to bring us closer. Any nation can join.

* * *

OSWALD MAYRAND, Editor, La Patrie, Montreal.

Is not reunion of good will still more important than reunion of nations speaking the same language?

Language, which is the garment of thought, is a prominent factor of understanding and comprehension. Common language is surely not negligible as a stimulant to co-operation on any ground, but there are others like common sense, high and right culture, etc.

Common ideology, love of standard democracy should bring together nations of any language to fight against the roaring tide of communism which threatens to submerge the present social order in the world.

Community of language may be desirable inducement for getting together for good.

* * *

RENE MORIN, Vice-president & Managing Director, General Trust Co. of Canada, Montreal.

In today's world, close and intimate co-operation between English speaking nations is essential for the maintenance of their tenets of individual freedom and the safeguard of their average consequent high standard of living. Yet divergence of economic interest of mentality and of traditions inspires doubts as to the wisdom of a political union. Who would care to submit to the idiosyncracies of one Aneurin Bevan or one John L. Lewis?

* * *

D. W. PADDELL, Advertising Manager, The Canada Trust Co.; and Huron & Erie Mortgage Corp., London, Ont.

I firmly believe that the course of events in recent years which threaten our way of life indicates that union of English-speaking nations is essential and inevitable. Canada will probably be called upon to play an important part in such a union and we can make a much greater contribution if we retain our independence meanwhile and refuse to consider such impracticable proposals as joining Sterling Area.

* * *

PERCY PHILIP, New York Times Ottawa representative.

I would certainly welcome the inclusion of the United States of America within the magic circle of the British Commonwealth which has shown such a magnificent example to the world of the co-operation of free and equal people. But there must be no written covenant, no central organization and no binding commitments. The living spirit of the commonwealth conception must be kept free from definition and entanglement if a free world of equal independent nations is to be preserved and re-created.

W. W. SOUTHAM, Director Southam Company Ltd., Montreal.

Whether reunion is essential is open to question; whether it is inevitable is open to doubt. In the foreseeable future, I do not believe it is probable. That friendly rivalry between the British Commonwealth of Nations and the great United States of America is a real stimulus to progress and the well-being of their respective populations.

The inherent deep-rooted spiritual background of these peoples has thus far done more for them in the way of economic progress and well-being than has been achieved by any other group of people in the world. If the populations of these two great nations can retain and ever strengthen the spiritual part of their lives, the doubt of the inevitability of the union of these peoples would vanish.

* * *

F. H. SOWARD, University of British Columbia, Vancouver.

I do not regard reunion of the English-speaking nations as inevitable and am not convinced that it is probable. If reunion means federation with the United States as the dominant partner, it destroys the position of the Crown and would probably reduce Canada to the status of Minnesota which I would deplore. Such an association also inevitably dissolves the Commonwealth. We have more to gain by effective use of the permanent joint board of defense consolidated, of the North Atlantic Pact and efforts to associate the Commonwealth countries with the United States in close co-operation elsewhere.

* * *

MAJOR H. G. L. STRANGE, Director, Agricultural Research Searle Grain Co., Winnipeg.

I agree with Louis Bromfield that reunion of English-speaking nations is essential if individual liberty and freedom and democracy is not to perish. I do not, however, think that this reunion is inevitable or even probable owing to mass prejudice and lack of understanding and that Britain's socialism under the present government is inevitably tending away from the American conception of democracy, liberty and freedom and is tending definitely toward communism.

* * *

E. P. TAYLOR, Chairman, Canadian Breweries, Ltd., Toronto.

I have held the view for several years and have so stated in public on several occasions that reunion of the English-speaking nations is essential if the British Commonwealth countries, including Canada, are to regain their democratic status. Unless Britain reunites with the U.S.A., I am confident she will ultimately have to adopt an absolute dictatorship form of government as being the only one that will work as a result of the depletion of her resources.

* * *

L. F. WINCHELL, Vice-president Hinde & Dauch Ltd., Toronto.

Yes, I am one who believes that a reunion of English-speaking nations is desirable, essential, and, in view of the plan being followed by Russia, perhaps inevitable. The complete co-ordination of the resources, special skills, experience and abilities of such nations on a one team basis would, I believe, increase their potency as much as there is a claimed difference between the A and H bombs now being publicized and it looks like we are going to need that increased potency somewhere in some way.

PENSION SPECIALISTS

We recommend the use of Canadian Government Annuities combined with the Monarch Life pension for value and economy.

MIDDLESEX INSURANCE Agencies
LIMITED
TORONTO CANADA

"EXPORT"
CANADA'S FINEST CIGARETTE

SPORTSMANSHIP IN "CANADA UNLIMITED"

Badminton makes it's bow!

How Badminton
became one of Canada's
first-rank sports!

1930 : : : Badminton players across Canada were training hard. Five years earlier an English team had come to teach Canadians the game's fine points. Now another group of Britain's top amateurs were making a tournament tour of the nation's clubs to see how the game had caught on.

Canadians had been keen learners : : : and the visitors found themselves evenly matched. The final decision was to come from the Canadian champion. In successive games at Toronto, Kingston and Montreal he defeated Britain's four leading players . . . Canada had won a top place in the badminton world.

Badminton grows daily in popularity with Canadians. Keen competition and good sportsmanship have made it a favourite everywhere. And together, competition and sportsmanship make things better for Canadians in work *and* play. They keep your future in Canada . . . unlimited.

The Canadian Open Badminton Championships will be held this year in Calgary during March.

O'Keefe's
BREWING COMPANY LIMITED

F3-506

A Canadian Company

. . . founded by Canadians
. . . owned by Canadians

The British American Oil Company Limited has kept pace with Canada's demand for petroleum products for more than forty years. From small beginnings this truly Canadian organization has grown to merit the confidence of Canadian consumers and investors.

Today, throughout the ten provinces, B-A products are distributed through a great network of 6,600 retail outlets. Sales exceed half a billion gallons a year.

Ownership of the Company is held by over 18,000 shareholders of whom over 96% live in Canada.

THE BRITISH AMERICAN OIL COMPANY LIMITED

The Largest Oil Company B/A *Owned By Canadians*

PROFESSIONAL DIRECTORY

- *Barristers and Solicitors*

V. EVAN GRAY, K.C.
F. JOSEPH CORNISH
GEORGE D. McPHEDRAN
Barristers and Solicitors
372 BAY STREET
TORONTO 1, ONTARIO
Telephones:
ADelaide 6406-7
ELgin 1619

McEVOY & LEWIS
Barristers, Solicitors, Notaries
JOHN B. McEVOY, C.B.E., K.C., LLB.
Bars of Newfoundland and Nova Scotia
P. DERICK-LEWIS
Bar of Newfoundland
ST. JOHN'S, NEWFOUNDLAND

MUNGOVAN & MUNGOVAN
BARRISTERS and SOLICITORS
Thomas M. Mungovan, K.C.
Denis O'Dea Mungovan
80 RICHMOND ST. W., TORONTO
Elgin 7444-5

Pitblado, Hoskin, Grundy, Bennest & Drummond-Hay.
Pitblado, Hoskin, McEwen, Alsaker, Hunter & Sweatman
Barristers, Solicitors, &c.
WINNIPEG, MANITOBA

GOLDENBERG & YELIN
Barristers and Solicitors
H. Carl Goldenberg M. S. Yelin
635 Dominion Square Bldg.
MONTREAL

BE WARY OF PRICES

"Prices" is a newsworthy feature of front page importance that keeps you in the know—and in the show—week by week. Read it every seven days. The Financial Post.

BY MAIL ONLY $5 A YEAR.

- *Management and Industrial Consultants*

W. L. HESTER and ASSOCIATES
Management and Industrial Consultants
Accounting and Cost Systems
Budgets and Standard Costs
Box 114. Phone 2-0814
Brantford, Ont. 3-1028

Wallace G. Rouse
(CANADA) Limited
Management and Industrial Consultants
1516 MOUNTAIN ST., LA. 8809
Montreal, Que. PL. 8140

PAUL E. DUFRESNE T. R. McLAGAN
GERARD LEFEBVRE L. G. DAIGNAULT
DUFRESNE McLAGAN & ASSOCIATES REGISTERED
INDUSTRIAL AND MANAGEMENT CONSULTANTS
COST REDUCTION AND LABOR RELATIONS SINCE 1920
BANK OF NOVA SCOTIA BUILDING HArbour 9000 MONTREAL

LEETHAM, SIMPSON LIMITED
Business Consultants
University Tower Bldg. Montreal

- *Chemical Engineers*

DONALD INSPECTION LIMITED
Chemical Engineers 48 Elm Street
Analysts Toronto
Metallurgists Tel. AD. 4067

- *Consulting Management Engineers*

STEVENSON & KELLOGG LTD.
Consulting Management Engineers
MONTREAL TORONTO VANCOUVER
Sun Life Bldg. Canada Permanent Bldg. Royal Bank Bldg.

- *Certified Public Accountants*

Ernest Tailby & Co.
Certified Public Accountants
Ernest Tailby, C.P.A. Ralph Tailby, C.P.A.
47 KING ST. WEST KITCHENER, ONTARIO

ANTON JENSET & CO.
Certified Public Accountant
2 BLOOR ST. EAST Phone KI. 6097 TORONTO

WRIGHT, ERICKSON, LEE & CO.
Certified Public Accountants
66 KING ST. EAST
HAMILTON, ONT.
HAROLD P. WRIGHT, CPA.
Licensed Trustee and Receiver, etc.

- *Consulting Engineers*

WIGGS WALFORD FROST & LINDSAY
CONSULTING ENGINEERS
INDUSTRIAL SURVEYS, REPORTS AND APPRAISALS, CIVIL, ELECTRICAL AND MECHANICAL ENGINEERING, DESIGNS, SPECIFICATIONS AND SUPERVISION
1411 CRESCENT STREET
MONTREAL 25, QUE.
HARBOUR 0215
91A BLOOR STREET WEST
TORONTO 5, ONT.
PRINCESS 1505

STADLER, HURTER & COMPANY
CONSULTING ENGINEERS
Complete Chemical Process and Industrial Engineering.
Pulp and Paper Mills.
Power Plants.
609 DRUMMOND BLDG., MONTREAL

JOHN H. ROSS
Consulting Engineer
Mechanical and electrical equipment of buildings and industrial plants.
Reports, Designs, Supervision.
102 Charles Street W., Toronto
Princess 2508

DEPENDABILITY

Its ability to get the news and interpret it accurately is what leads wise investors in Canadian securities to rely each week on
THE FINANCIAL POST
$5 One Year—$2.50 Half Year

P. G. GAUTHIER
CONSULTING ENGINEER & QUEBEC LAND SURVEYOR
Investigations, Reports, Designs, Town Planning, Municipal Improvements, Special Surveys, Studies for and Supervision of Engineering Construction.
5126 PARK AVE., MONTREAL 8, QUE.
Tel. Do. 0798

WANT TO KEEP ABREAST OF TRADE?

The Financial Post reports trends and developments in domestic and foreign trade and the Ottawa machinery back of them. Concise, authoritative, specific. Read The Post regularly for red and green lights.

By MAIL ONLY $5 A YEAR

What's New

Manufacturers of products which are either completely new or are being made in Canada for the first time are invited to contribute to this column. Describe the product, state its purpose, outline in what respect it is new, and indicate its significance to its field.

Enquiries concerning items in this column should mention the heading to the item, and the date of issue in order to ensure prompt reply.

Keeps Cake Fresh

Two small plastic containers made by U. S. firm claimed to keep baked goods fresh in bread box under extremes of dry or damp conditions. Moistened plastic sponge in one type helps eliminate dryness and staleness. Absorbent crystals in other type take up mildew and mold when relative humidity is over 65%.

* * *

Takes Paint Off Cars

"Helperize" paint-removing process claimed by U. S. maker to do fast, clean job at approximate cost of $20 per car. Two tar-like chemicals are sprayed or brushed on surface, removed after several hours by stream of water. No additional sanding, scraping or grinding said to be necessary. New paint coat can be applied immediately.

* * *

Home Hot Air Blower

Designed primarily for quick hair-drying, all-purpose hot-air blower designed by U. S. firm will help housewife in many other ways, claims maker: defrosts icebox, thaws frozen foods, dries lingerie, good for heating baby's bath. Has portable stand, said to be compact, silent, vibrationless; available in three models.

* * *

Changing Hot Bulbs

Rubbercup gripper on hand pump applies suction which speeds up removal of hot light bulbs or those out of reach of the hands; handles bulbs from 15W to 1,500W size, claim U. S. makers.

* * *

Aerosol Paint Sprayer

Press of fingertip releases spray of enamel in new aerosol pushbutton dispenser. U. S. maker claims "paint bomb" applies even coating to both sides of screen; is economical, dries quickly and may be stored indefinitely. Also used for ping-pong tables, outdoor furniture. Comes in green or black; say 12-oz. dispenser will paint all window and door screens of average-sized house.

* * *

Radar For Small Boats

Radar unit designed especially by U. S. firm said to meet needs of tugs, ferries, fishing vessels, yachts, etc., for compact, low-cost, low-power drain unit. Light weight, compact, can be used in limited space, says U. S. maker. Maximum range 20 miles; minimum, 75 yards; range accuracy within 2%, bearing accuracy within 2 degrees. Operating controls reduced to minimum of simplicity. Available for vessels equipped with 32-volt DC, 110-volt DC, 220-volt DC, or 115-volt AC power systems. Power consumption in all cases less than 750 watts.

* * *

Fresh Mustard

Mustard is kept fresh for weeks in small pot which "shoots" required amount onto plate, says U. K. maker. Trigger device releases mustard; lid is practically airtight, retaining original moisture of the mustard.

* * *

Kills Bad Insects

U. K. chemical firm claims new insecticide will kill such victims as greenfly, blackfly and red spiders, leave beneficial insects such as bees and ladybirds. When sprayed on plant it is taken into sap stream and hence kills sucking insects.

* * *

Thread Trimmer

Stray threads are clipped from finished garments by automatic U. S. machine which uses suction trimmer-head to pull in thread, snip it off and drop it in waste disposal bin. Suction force adjustable to different weights and thicknesses of garments. Operates from any standard electrical outlet. Advantages said to include: open table construction for maximum leg room for operator; stationary or movable cutting action; waste container has glass face to indicate when emptying required.

YOU ASKED US

The Financial Post will provide subscribers as quickly as possible with the answers to specific questions about business, taxation, investments, and other subjects. The Post cannot undertake to make predictions, will not express opinion on matters involving individual business judgment or on conditions or investments outside Canada. All communications should be addressed to Business Enquiry Editor, The Financial Post, 481 University Ave., Toronto 2. A four-cent stamp and address label from subscriber's copy of The Financial Post must be enclosed. If more than one enquiry is being sent, subscribers are asked to submit each on a separate sheet of paper, to facilitate research work entailed.

INCOME TAX

Premature Baby

Please advise me what exemption a parent can claim for a child born prematurely at seven months and which lives only eight hours?

Such a child it is presumed would not be entitled to family allowances in December and, accordingly, the parent would be entitled to an exemption of $400 on its account.

INVESTMENTS

Western Grain

Please give me some information on Western Grain Co. I hold its 6% preferred stock.

Western Grain Co. 6% preferred stock is currently quoted about $22 bid to $24 asked. No sales have been recorded in 1950 to the end of last week.

Western Grain Co. has operated at a loss in each of the last four fiscal years. Its net loss for the fiscal years ending July 31 was $108,726 for 1949, $47,715 for 1948, $202,951 for 1947 and $5,259 for 1946. This net loss was after bond interest, pension fund and depreciation. Net earnings for these years before these charges were $147,239 for 1949, $225,181 for 1948, $36,447 for 1947, and $367,775 for 1946.

No dividends have been paid by the company since 1931. Arrears on the preferred stock at July 31, 1949, the end of the last fiscal year, amounted to $118.62½ a share.

Commenting in the annual report on the 1948-49 results, President W. A. Cruse stated: "Due to the poor crop conditions in Western Saskatchewan, receipts of the company's country elevators located in that area were very small, which contributed largely to the operating loss. The continuous movement of grain from the company's elevators to the seaboard throughout the crop year also had adverse effect on earnings from storage.

"In order to improve the company's position in country operations certain elevators were rebuilt to meet local needs, and permanent and temporary storage annexes were constructed to make additional storage space available in good crop areas."

Working capital at July 31, 1949 totaled $1,105,209 as compared with $1,350,950 at July 31, 1948 and with $1,639,664 at July 31, 1946. Current assets amounted to $2,608,802 and current liabilities to $1,503,593, including a bank loan of $528,129, as at July 31, 1949.

Western Grain Co. as you probably know owns approximately 246 country elevators in Alberta, Saskatchewan and Manitoba having a capacity of 6,800,000 bu. and a terminal elevator at Fort William with a capacity of 3,250,000 bu. The company also owns a number of coal sheds, agents cottages, etc.

Beauharnois L. H. & P.

Please let me know what is happening re. Beauharnois Light Heat & Power Co.

Hearing of the arbitration board to determine the amount of compensation which minority shareholders of Beauharnois Light, Heat & Power Co. should receive have been postponed for some time due to the illness of the Chairman of the arbitration board, Judge Thomas Tremblay. Sittings were due to resume Jan. 24 but were postponed again.

Current rumors in financial circles say that the judge expects all arguments to be in to him by Feb. 14 and that a quick decision is expected after that.

According to our information, it is quite possible that the remainder of the hearings may take only a week or so, during which time the Quebec Hydro will complete its rebuttal and minority shareholders will have their chance to bring up counter arguments in connection with the rebuttal.

How long the board will take in arriving at a decision is, of course, very difficult to predict. Another factor which might tend to prolong final clean-up of the dispute, is the possibility that either Hydro or the shareholders might decide to carry an appeal to the courts if they are unwilling to abide by the decision of the arbitration board.

COMPANY REPORTS

INDUSTRIAL MORTGAGE & TRUST CO. net profit of $65,281 for 1949 was 7.6% higher than the 1948 net of $60,650.

Liabilities to the public amounted to $6,611,066 ($6,169,555 in 1948). This was secured chiefly by liquid assets of $4,762,069 ($4,461,230) and in mortgages and sales agreements of $2,870,352 ($2,707,582).

Estates, trusts and agencies account stood at $1,147,112 ($1,073,296).

Annual meeting is Feb. 8.

	1949	1948
Liabs. to public, etc.*	$6,611,066	$6,169,555
Shareholders' equity	1,108,363	1,084,357
*Secured by:		
Mtges. & sls. agree.	2,870,352	2,707,582
Realty for sale†	1	1
Office premises	87,013	85,099
Liquid assets‡	4,762,069	4,461,230
Total	7,719,423	7,253,91*
†Less reserve. ‡Includes bonds & stocks.		
Estates account	1,147,112	1,073,296
Net profit	65,281	60,650
Earned per share	$5.14	$4.78
Paid	2.50+0.75	2.50+0.75

COLONIAL ASBESTOS CORP. reports some 158 acres has been secured about a mile and a half east of the Johns-Manville property in the Lightning River area together with an option on additional 240 acres adjoining to north. No indication of asbestos has yet been discovered on the claim it is stated.

STADACONA MINES (1944) recovered $236,497 from 36,974 tons of ore milled in the three months ended Dec. 31, 1949, an average recovery of $6.82 per ton. Cost-aid for the period amounted to $17,830 and operating profit is reported at $69,003. For final 1948 quarter, recovery was $218,515 from 33,953 tons. Cost-aid was $18,000.

BRITISH AMERICAN OIL CO. reports an additional 3,855 3¾% first series cumulative redeemable sinking fund convertible preferred shares have been surrendered for conversion into an equal number of common, reducing the number of preferred outstanding to 579,889 and increasing the common outstanding to 2,792,753 shares.

ABITIBI POWER & PAPER CO. reports an additional 10,275 shares of $1.50 preferred stock, par $20, have been purchased as of Jan. 25 by the company and cancelled, leaving a balance of 1,281,521 preferred shares outstanding.

skylines ... by Otis

UNITED NATIONS' headquarters, now under construction in New York City, will become the skyline of the new world envisioned in the preamble to the charter of the United Nations.

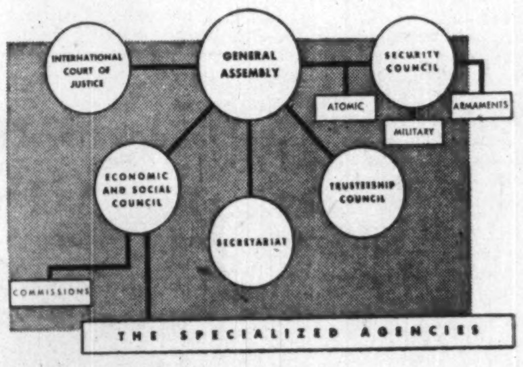
"WE THE PEOPLES OF THE UNITED NATIONS *determined . . .*

to save succeeding generations from the scourge of war, which twice in our lifetime has brought untold sorrow to mankind, and

to reaffirm faith in fundamental human rights, in the dignity and worth of the human person, in the equal rights of men and women and of nations large and small, and

to establish conditions under which justice and respect for the obligations arising from treaties and other sources of international law can be maintained, and

to promote social progress and better standards of life in larger freedom,



and for these ends . . .

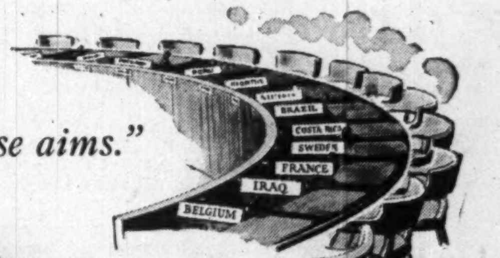
to practice tolerance and live together in peace with one another as good neighbors, and

to unite our strength to maintain international peace and security, and

to ensure, by the acceptance of principles and the institution of methods, that armed force shall not be used, save in the common interest, and

to employ international machinery for the promotion of the economic and social advancement of all peoples,

have resolved to combine our efforts to accomplish these aims."



All of the vertical transportation in United Nations' headquarters will be installed by Otis. It will include 29 electronically controlled passenger elevators; 14 Escalators; 2 high-speed service elevators and 2 heavy-duty freight elevators. *In all, a total of 47 installations!*

Otis ELEVATOR COMPANY LIMITED
Head Offices and Works: Hamilton, Ontario

Sales and Service Offices in 457 Cities of 53 Nations

Frigidaire Refrigeration

performs a multiplicity of tasks in the new wing of

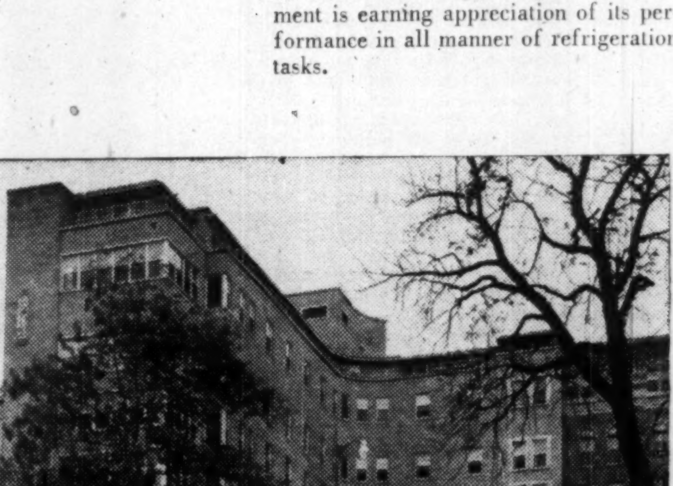
ST. JOSEPH'S HOSPITAL, Toronto

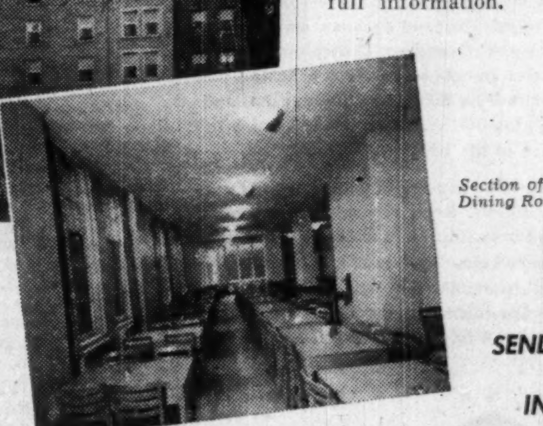
In thousands of hospitals, institutions and other buildings, Frigidaire equipment is earning appreciation of its performance in all manner of refrigeration tasks.

It is natural that Frigidaire should be called upon to handle such widely diversified refrigeration requirements, for Frigidaire is the leader in the refrigeration industry. Frigidaire offers the widest range of commercial refrigeration products. Frigidaire offers the most experienced engineering and installation service. And Frigidaire and General Motors manufacturing standards are the highest in the industry.

Frigidaire assures the right equipment, the dependability, and the economy of operation you demand for your building.

Consult your local Frigidaire Commercial Dealer listed under "Refrigeration" in the classified section of your phone book. Or mail the coupon for full information.





Section of Nurses' Dining Room

FRIGIDAIRE REFRIGERATION WAS CHOSEN FOR

Vegetable, Dairy and Meat refrigerators • Bakery refrigerator • Meat cutting room • Left-over refrigerator • Garbage refrigerator • Servery refrigerators • Nursery formula room • Blood Bank • Mortuary • Diet kitchen • Pass-through refrigerator • 65 cubic feet Reach-in • Salad units • Beverage cooler • Ice cream cabinet.

FRIGIDAIRE
Products of Canada, Limited, Leaside, Ontario

SEND THIS COUPON FOR FULL INFORMATION

FRIGIDAIRE PRODUCTS OF CANADA, LIMITED,
Dept. FP.,
Leaside, Ontario.

Please send me information on refrigeration equipment for

....

Name ....

Address ....

City .... *Province* ....

PROFESSIONAL DIRECTORY

• *Chartered Accountants*

BARROW, WADE, GUTHRIE & CO.
Chartered Accountants
TORONTO MONTREAL

R. H. B. HECTOR
CHARTERED ACCOUNTANT
Rooms 202-6 Confederation Life Bldg. at 165 Yonge Street. TORONTO 1 Newmarket Office 6 Botsford St.

Arthur A. Crawley & Co.
Chartered Accountants
OTTAWA - MONTREAL - BROCKVILLE - TORONTO - SUDBURY
NORTH BAY - SAULT STE. MARIE

BELANGER, ST-JACQUES, SIROIS & CO.
Chartered Accountants
C. E. Belanger, C.A. Yvon Sirois, C.A.
P. St-Jacques, C.A. Jules Sirois, C.A.
SHERBROOKE, QUE. — DRUMMONDVILLE, QUE.

LAVALLEE, BEDARD, LYONNAIS, MESSIER, GASCON
Chartered Accountants
10 ST. JAMES ST. EAST MONTREAL
Telephone BElair 1039

KNIGHT & TRUDEL
Chartered Accountants
132 St. James St. West
MONTREAL

W. J. McCOY & CO.
Chartered Accountants
W. J. McCoy, C.A. — A. G. Holman, C.A.
100 ADELAIDE ST. W., TORONTO
Phones AD. 2329-2320

WILLIAM DOWIE and COMPANY
Chartered Accountants
28 James Street South - HAMILTON, Ont.

P. S. ROSS & SONS
Chartered Accountants
MONTREAL • TORONTO • SAINT JOHN, N.B.
Established 1858

ROBERTSON, ROBINSON, McCANNELL & DICK
TORONTO *Chartered Accountants* CHATHAM
C. J. DICK, C.A.
C. S. BOND, C.A.
W. I. HETHERINGTON, C.A.
LICENSED TRUSTEES IN BANKRUPTCY
C. J. DICK, C.A.
W. R. O'LOANE, C.A.

RONALD, GRIGGS & CO.
Chartered Accountants
Trust & Loan Bldg. WINNIPEG Grain Bldg. SASKATOON

MILLAR, MACDONALD & CO.
Chartered Accountants
TORONTO WINNIPEG

WILLIAMSON, SHIACH, SA'ES GIBSON & MIDDLETON
Chartered Accountants
W. F. Gibson — Licensed Trustee
66 King St. W. Toronto

GEO. A. WELCH & COMPANY
Chartered Accountants
213 Laurier Ave. W. Ottawa

B. C. TANNER & CO.
Chartered Accountants
B. C. TANNER, C.A.
B. C. GRINEAU, C.A.
R. M. TANNER, B. COMM., C.A.
EDMONTON and LETHBRIDGE, Alberta

COURTOIS, FREDETTE & CO.
Chartered Accountants
PAUL EMILE COURTOIS, C.A.
FLORIAN FREDETTE, C.A.
ROLAND B. POULIOT, C.A.
Licensed Trustee
ROSAIRE COURTOIS, C.A.
VICTOR PAUL, C.A.
M. LAJEUNESSE, C.A.
Branches
VALLEYFIELD and VICTORIAVILLE
10 ST. JAMES ST WEST MONTREAL 1

READ, SON, WATSON & LEITH
Robert Leith
Chartered Accountants
London Agent: Reade Cooke & Watson, 39 41 New Broad Street, London, E.C.2
Cable Address: "Chartered"
Bank of Montreal Bldg., Water St.
ST. JOHN'S, Newfoundland

LEE & MARTIN
Chartered Accountants
HALIFAX MONCTON SAINT JOHN

Where Lies Clash on Constitution?

What Changes Are Needed — and How Should They Be Made?

Bora Laskin, a member of the Ontario Bar, is professor of law at the University of Toronto law school. Associate editor of Dominion Law Reports and Canadian Criminal Cases, he's a frequent contributor to the Canadian Bar Review on constitutional and labor law.

By BORA LASKIN

Should the Supreme Court have the power to amend the constitution? Or do we need any other machinery? What changes should be made? What is the nature of the clash of interests represented in the issues recently before the federal-provincial conference?

An expert on constitutional law discusses these questions in the accompanying article. It is the first of two, specially written for The Financial Post, dealing with the balance in federal-provincial relations which has evolved over the last 80 years and the question of procedure for amending the constitution.

The recent Dominion-provincial conference to consider a scheme for making changes in the constitution was, in one respect at least, remarkably successful. It developed the issues which lie behind Dominion-provincial relations but it did not expose the clash of interests, so well known to the conferees, which those issues represent.

Most of the attention was directed to a consideration of **how** changes should be made; that, after all, was the primary purpose of the conference. Hardly anything was said, however, about **what** changes should be made.

But methods of amendment cannot be considered apart from the subjects to which they are to be applied. And these subjects, the terms of the British North America Act — Canada's basic constitution — pose important problems which ought to be understood in estimating the attitude of the conference on how amendments should be effected. The problems concern the federal character of Canada, the relations between Dominion and provinces as to law-making, their respective taxing powers and the role of the courts in defining the terms of the B.N.A. Act, especially in respect of law-making authority. What follows is a partial treatment of these matters in the light of the work of the conference.

It is unthinkable that Canada will continue as anything but a federal state, in which power to pass laws is distributed between a central parliament acting for the whole, and local legislatures acting for the various provincial units.

The legislative powers of Dominion and provinces, as set out in sections 91 and 92 of the B.N.A. Act, are mutually exclusive; and they mark out the areas in which the Dominion Parliament and the provincial legislatures can legally pass laws. If the boundaries of those areas are crossed, the courts will declare the offending laws to be unconstitutional.

It is, then, not possible, except superficially, to understand the division of powers in the B.N.A. Act unless we consider the judgments of the courts which have fixed those boundaries and, in so doing, have defined the kind of legislation which may be enacted by the Dominion or by a province.

Effect of Privy Council Decisions

For some three quarters of a century the Judicial Committee of the Privy Council, sitting in Great Britain, has been the final court in Canadian constitutional matters, and its judgments have shaped the meaning and content of the catalogue of legislative powers. It is not too easy to prove or disprove whether the Privy Council in its decisions ran ahead of the election returns.

One thing is clear, however, to any student of constitutional law. In the vital area of what is broadly called social and economic legislation, Privy Council decisions have given the provinces powers which they cannot fully use because of their limited financial resources. Correspondingly, those decisions have denied to the Dominion, which could raise the money for the purpose, effective authority to pass regulatory laws in the field of social benefits, as well as denying it power to deal on a national level with such things as marketing and labor relations.

While these results of constitutional interpretation have been criticized, there has been no serious suggestion that the Courts should, or could, be displaced as the agencies through which the legislative powers set out in the constitution are given their meaning.

Last year the Parliament of Canada, acting under a power which the Privy Council itself said rested in that Parliament, passed a statute making the Supreme Court of Canada the final court of appeal in all Canadian cases and abolishing appeals to the Privy Council.

Some apprehension has been voiced at this change because the Supreme Court of Canada is organized under federal statute and the composition of the court is determined by the Federal Cabinet. What this apprehension illustrates is the important position occupied by a court which has the final word on what governmental powers can be exercised by the Dominion and what by the provinces.

Need Flexible Interpretation

In a sense all governmental policies, Dominion or provincial, depend on judicial approval. Constitutional interpretation is a delicate, and even subtle, process and words can have a variety of meanings. The same court, whether differently constituted or not, can give a particular grant of legislative power one meaning today, another meaning tomorrow. Flexibility in interpretation is much more important in connection with a constitution than in connection with an ordinary statute. The latter is by its nature temporary, designed for a special purpose and easily changed. If the interpretation placed on it by a court is unwelcome to the legislature that passed it, the statute can be amended.

The problem is not so simple where a constitution is concerned. It is designed to be more or less permanent—a fundamental document—and if an interpretation once given is inflexibly annexed to the words of a constitution, any change demanded by different social conditions arising years later will depend solely on the use that can be made of the amending process.

It is here that the function of the Supreme Court becomes significant.

If there is concern lest the Supreme Court should begin to re-interpret the constitution in favor of more extensive federal power, it would be wrong to foresee this as a possibility merely because that court is organized and sits at Ottawa. The traditions of the bench, its impartiality and security of tenure, raise it far above petty political considerations.

Moreover, in Canada, the Supreme Court has for long been "federalized" by appointments which reflect regional and religious or ethnic interests, and appointees come not from a federal bar but from provincial bars. The experience of the Supreme Court of the United States, which for a century and a half has exercised the role in that country now assigned to the Supreme Court in Canada, shows that there is no foundation for believing that our highest court will be subservient to the Federal Government. If the court does begin to move in its interpretations of the B.N.A. Act toward a wider conception of the limits of federal power, that decision will surely rest on a conviction that it has a responsibility to make the constitution conform to the demands upon it.

Supreme Court's Responsibility

How great that responsibility of the Supreme Court will be depends on how easily the B.N.A. Act can be amended. The act is unique as a constitution because it is at the same time a simple statute of the British Parliament and, furthermore, it contains no provision or procedure for amendment. Theoretically, then, it can be changed whenever the British Parliament considers it advisable.

Of course, in the evolution of Canadian autonomy it has become a rule of practice that the British Parliament will not alter the B.N.A. Act on its own motion. Many amendments, however — of varying degrees of importance — have been made since 1867, and on all these occasions the formal action of the British Parliament was induced by a request from Canadian federal authorities, usually by a joint address of the Senate and House of Commons of Canada.

The claim of the provinces to be consulted or to participate in the piloting of an amendment through the British Parliament has been given little recognition. Their unanimous consent was however obtained prior to an amendment in 1940 which enlarged Dominion legislative power by adding "unemployment insurance" to its law-making authority — an amendment made necessary by a Privy Council decision in 1937 denying that the Dominion could pass an Unemployment Insurance Act under the B.N.A. Act as it then stood.

While the present Prime Minister has conceded the right of the provinces to be consulted on amendments involving changes in the balance of legislative power, and while the same is probably true in relation to language, religious and educational guarantees, it is worth noting that these rights of consultation do not at the present time rest on any legal basis. They are dictated by practicality or political necessity if not by understandings implicit in Dominion-provincial relations.

How Make Amendments?

At the present time, then, it is the Dominion which has the ear of the British Parliament with respect to constitutional amendments, inhibited only by the considerations mentioned above. There is no doubt, however, that the time is ripe for developing some means by which amendments to the constitution can be made not only on Canadian initiative, but also in Canada, through Canadian agencies. The British Parliament will put through whatever legislation is sought by Canada in this connection. How then should amendments be effected?

The provinces have a considerable interest in the fashioning of an amending procedure which makes a place for them as a matter of legal right. Naturally, they are concerned that any procedure adopted will not be so easy to invoke as to threaten their substantive rights, their legislative authority.

The Dominion's problem is a different one. It could not but be fully aware that a Dominion-provincial conference on constitutional amendment would not be starting with a clean slate. The accumulated practices and legal decisions on constitutional matters represent the constitution as it is today, regardless of the meaning which its written words bore in 1867. It is this constitution and not the one of 1867 with which the recent conference had to deal.

A Dominion disposed to blunt talk might well have opened that conference with a statement of what amendments it desired now. And these would inevitably have consisted mainly of amendments to redress the balance of legislative power. This is a pivotal point in the matter, one that cannot be ignored.

The provinces will not hear of an amending procedure on legislative jurisdiction which will require the consent of less than two thirds of them, if not their unanimity. It is idle, hence, to expect that shifts in the legislative jurisdiction of Dominion and provinces will come easily, if at all, through constitutional amendment.

What this means so far as the Supreme Court is concerned is obvious. If amendment of the constitution is not likely to be easy where legislative power is concerned, the constitution can only remain responsive to changing needs if the court keeps it fairly fluid so that it can be adapted to cope with current social and economic ills at whatever level (federal or provincial) the necessity of the situation demands.

It may be asking a great deal of nine lawyers to become the barometers of the public interest. The alternatives, however, may be national stultification or constitutional amendment purchased at too high a price.

The Delegation of Authority

The conference recognized the need of elasticity in the distribution of legislative authority by giving some prominence to the device of delegation, a process whereby the Dominion could authorize the provinces to exercise federal law-making power and the provinces could authorize the Dominion to exercise provincial law-making power.

Judicial opinion at the moment forbids the practice of delegation as a means of enlarging federal power or provincial power. So far as the provinces are concerned, delegation represents an "eat our cake and have it too" principle. Since Privy Council decisions have left the provinces with powers more than adequate to their individual needs, delegation to them of further authority from the Dominion is hardly necessary.

Whatever significance delegation would have would be by way of making up for a present deficiency of federal power; as, for example, in connection with marketing, labor relations and regulation of particular trades, such as insurance. But if delegation is to be effective for this purpose, all 10 provinces must be prepared to delegate the same power at the same time, for the same period and, probably, though not necessarily, on the same terms.

It is easy enough, as was done at the conference, to talk of delegation between the Dominion and any provinces which are so disposed. On any practical basis, it is inconceivable that federal policies, depending on a grant of power by way of delegation from the provinces, would be implemented without the participation of all the provinces or without Ontario and Quebec.

Delegation, moreover, will not involve an irrevocable transfer of power, and, since it can be withdrawn, it is hardly a stable support for extension of federal authority. Rather than delegation, it would be far more realistic to seek out-and-out amendments to cover the particular matters in which federal authority is now deficient. Alternatively, it might even be possible to hope for judicial re-interpretation to bring the matters into the federal fold.

Delegation, which can do the provinces little harm and may even do the Dominion some good is not as important in giving the constitution some elasticity as is another matter, namely, the power to tax, and its correlative, the power to spend.

As has been already pointed out, provincial law-making powers, as defined by the Privy Council, outstrip the financial resources which a province must have to make the fullest use of those powers. The provinces are limited in their taxing powers to the imposition of "direct taxation within the province" — in other words, a provincial tax to be valid must be a "direct" tax and must be imposed on persons or property or transactions in the province.

On the other hand, the Dominion can raise money "by any mode or system of taxation" —federal taxes may be direct or indirect and they may operate extraterritorially as well as within Canada. There has been a suggestion in Privy Council rulings that this unlimited federal taxing power does not carry with it an equally wide spending power, but it is hard to take the suggestion seriously, and, for all practical purposes, the Dominion has ignored it.

Over the years the Dominion has learned to use its financial resources to make up for the lack of effective law-making authority in particular fields. The principle of "he who pays the piper calls the tune" has been a valuable aid in overcoming the rigidities of the constitution. Thus price supports, whether for wheat or other agricultural products or for minerals, have become badges of federal policy in relation to those matters.

Dominion Spending Powers

What the Dominion cannot do by way of direct marketing controls, it has tried to do by the spending of money—obligating itself to make certain payments under conditions which it specifies and which must be fulfilled by those anxious to take advantage of the financial benefits thus offered.

This type of noncompulsory regulation is illustrated in the field of social legislation by family allowances. The same principle could be applied in establishing a health or medical services program, although the cost might be prohibitive if it is to be financed entirely out of the federal treasury. It is clear, at the present time at any rate, that such a program could not constitutionally be made contributory on a compulsory basis, except as a provincial venture.

What the foregoing adds up to is that any contraction in the scope of the federal taxing power could seriously impair the ability of the Dominion to use its spending power as a substitute for compulsory regulation.

There were references at the conference to the tax situation—a matter to be fully explored in another Dominion-provincial meeting scheduled for the fall. While the question was not opened up, there has been insistence in some quarters for a re-definition of taxing authority under which direct taxation would apparently become an exclusively provincial head of power, thus cutting down the scope of federal taxing power.

It is difficult to see how the Dominion can consider withdrawing from any available tax field so long as the law-making powers of Dominion and provinces remain as the Privy Council has fixed them. In this connection it is not out of the way to remind ourselves that the Dominion-provincial tax agreements made some time ago did not involve the surrender by provinces to Dominion of taxing power which the Dominion did not otherwise possess. The agreements merely represented an avoidance of double taxation, or, at least, protection of the taxpayer from subjection to two tax collectors.

It has never been a principle of Canadian constitutional law that the abstinence of the Dominion or of a province from exercising its powers operates to confer authority on the other. What the provinces vacated the Dominion could not occupy if it did not possess the power independently. And as has already been pointed out, the Dominion's power to raise money by taxation is very wide.

PROFESSIONAL DIRECTORY

• *Chartered Accountants*

THORNE, MULHOLLAND, HOWSON & McPHERSON
CHARTERED ACCOUNTANTS
E. J. HOWSON
R. S. McPHERSON
Licensed Trustees
Toronto
Galt - Kitchener
Representatives Throughout Canada

ARMAND & FILLION
Chartered Accountants
EDGAR ARMAND, C.A.
JEAN ARMAND, C.A.
M. BOISSONNAULT, C.A.
J. A. FILLION, C.A.
MARCEL ARMAND, C.A.
M. GOYETTE, C.A.
132 ST. JAMES ST. W. Tel. PL. 8476 MONTREAL

BARROW, NICOLL & MACINTOSH
CHARTERED ACCOUNTANTS
Offices
HALIFAX — SYDNEY

WILTON C. EDDIS & SONS
Established 1895
CHARTERED ACCOUNTANTS
Federal Building, Toronto

Clarkson, Gordon & Co.
CHARTERED ACCOUNTANTS
Toronto • Montreal • Hamilton • London
Winnipeg • Calgary • Vancouver
THE CLARKSON COMPANY
Trustees, Receivers and Liquidators
15 WELLINGTON ST. WEST • TORONTO

Ross, Frewin & Co.
CHARTERED ACCOUNTANTS
TORONTO MONTREAL SAINT JOHN, N.B. MONCTON

WINSPEAR, HAMILTON, ANDERSON & CO.
Chartered Accountants
Edmonton Winnipeg Vancouver
Calgary Dawson Creek

NIGHTINGALE, HAYMAN & CO.
Chartered Accountants
HALIFAX, N.S.
SYDNEY, N.S. YARMOUTH, N.S.

RICHARDSON, ELWELL, PARISH & CO.
Chartered Accountants
CANADIAN BANK OF COMMERCE CHAMBERS
HAMILTON, ONTARIO

McDonald, Currie & Co.
Chartered Accountants
MONTREAL QUEBEC OTTAWA TORONTO SAINT JOHN
SHERBROOKE VANCOUVER MONCTON KIRKLAND LAKE

EDWARDS, MORGAN & CO.
Chartered Accountants
TORONTO — MONTREAL — TIMMINS
WINNIPEG — CALGARY — VANCOUVER

Nash & Nash
Chartered Accountants
Edmonton Grande Prairie

VARDON, PUNCHARD & CO.
CHARTERED ACCOUNTANTS
320 BAY STREET TORONTO

SHARP, WOODLEY & CO.
CHARTERED ACCOUNTANTS
313 CONFEDERATION LIFE BLDG.
WINNIPEG, MAN.

WM. C. BENSON & CO.
Chartered Accountants
OFFICES AT
LONDON 267 Dundas St.
TORONTO 86 Bloor St. W.
WINDSOR 216 Douglas Bldg.

Black, Hanson & Co.
Chartered Accountants
Winnipeg, Fort William and Port Arthur

EVA M. LEGER
Chartered Accountant
402-404 Standard Building
SASKATOON, SASK.

ARTHUR S. FITZGERALD AND COMPANY
Chartered Accountants
WINDSOR, ONTARIO

T. P. GEGGIE
CHARTERED ACCOUNTANT
PHONE PLAZA 4939
330 Bay St.
TORONTO, CANADA

NORMAN B. McLEOD
CHARTERED ACCOUNTANT
KENT BUILDING — TORONTO
Phone: WAverley 6460

W. D. Love & Co.
Chartered Accountant
Winnipeg, Manitoba

DIVIDEND NOTICES

BANQUE CANADIENNE NATIONALE

QUARTERLY DIVIDEND

NOTICE is hereby given that a dividend of two per cent (2%) has been declared by the Directors of Banque Canadienne Nationale on the paid-up capital stock of the Bank for the quarter ending on the 28th day of February, 1950. This dividend, bearing number 236, will be payable at the Main office or at the branches of the Bank, on or after the 1st day of March, 1950, to the shareholders of record on February 15, at the close of business.

By Order of the Board.
CHARLES ST-PIERRE,
General Manager.

Donohue Brothers Limited

— NOTICE OF DIVIDEND —

Notice is hereby given that a dividend of $0.25 per share has been declared on the ordinary shares of the Company for the quarter ending 28th February, 1950.

The said dividend will be payable on 1st March, 1950, to shareholders on record as at the close of business on 15th February, 1950.

By Order of the Board.
A. EMILE BEAUVAIS, C.A.,
Secretary.

Donnacona Paper Company Limited

DIVIDEND NOTICE

Notice is hereby given that a dividend of $1.125 per share has been declared on the Cumulative Convertible Redeemable Preferred shares of the Company for the quarter ending May 15th, 1950, payable May 15th, 1950, to shareholders of record on the 14th day of April, 1950.

By Order of the Board.
P. L. FITZGERALD, C.G.A.,
Secretary.

Donnacona Paper Company Limited

DIVIDEND NOTICE

Notice is hereby given that a dividend of $0.50 per share has been declared on the No Par Value Common Stock of the Company payable April 1st, 1950, to shareholders of record on the 28th day of February, 1950.

By Order of the Board.
P. L. FITZGERALD, C.G.A.,
Secretary.
Quebec, P.Q.,
February 2nd, 1950.

CANADIAN SILK PRODUCTS CORPORATION

Notice is hereby given that a Dividend of Thirty-Seven and One-Half Cents (37½c) per Share has been declared on the Class "A" Common Stock outstanding of the Company, payable April 1st, 1950 to all Shareholders of record as at March 1st, 1950 for the quarter period ending March 31st, 1950.

By Order of the Board.
G. G. COOKE,
Secretary.

PURITY FLOUR MILLS LIMITED

DIVIDEND NOTICE

Common Shares of the par value of $10 Each

Notice is hereby given that a semi-annual dividend of twenty-five cents (25c) per share (being at the rate of 50c per share per annum) on the Common Shares of the par value of $10 each will be paid on the 1st day of March, 1950, to shareholders of record at the close of business on the 10th day of February, 1950.

By Order of the Board.
A. H. DENOON,
Secretary.
Toronto, Ontario,
31st January, 1950.

Robinson, Little & Company, Limited

WINNIPEG, MANITOBA

Class "A" Shares—Dividend No. 13

NOTICE IS HEREBY GIVEN that a dividend of Twenty-five cents (25c) per share on the Class "A" shares of the Company has been declared payable on the First day of March, 1950, to holders of record at the close of business on the 15th day of February, 1950.

By Order of the Board.,
HERBERT J. SADLER,
Secretary.
Dated at Winnipeg, Manitoba,
January 31, 1950.

LAKE SHORE MINES LIMITED

(No Personal Liability)

DIVIDEND NO. 120

NOTICE is hereby given that a dividend of Twenty Cents per share on the issued capital stock of the Company, will be paid on the fifteenth day of March, 1950, to shareholders of record at the close of business on the fifteenth day of February, 1950.

By Order of the Board.
KIRKLAND SECURITIES LIMITED,
Secretary.
Dated at Kirkland Lake, Ontario,
February 4th, 1950.

CANADA FOILS, LIMITED

DIVIDEND NOTICE

Common Shares of No Par Value

Notice is hereby given that a dividend of ten cents (10c) on the Common shares of No par value will be paid on the 15th day of February to shareholders of record at the close of business on February 9th, 1950.

By Order of the Board.
W. A. RENNIE,
Secretary.
Toronto, Ontario.
February 3rd, 1950.

CANADA FOILS, LIMITED

DIVIDEND NOTICE

Class "A" Shares of No Par Value

Notice is hereby given that the regular quarterly dividend of fifteen cents (15c) per share (being at the rate of 60c per share per annum) will be paid on the 15th day of February, 1950, to shareholders of record at the close of business on the 9th day of February, 1950.

By Order of the Board.
W. A. RENNIE,
Secretary.
Toronto, Ontario.
February 3rd, 1950.

U. S. Branch Plant Of Taylor Forge Latest Oil Gain

A mounting parade of new U. S. branch plants to make oil equipment, pipe and supplies is seen by Ontario Planning and Development Minister William Griesinger as one direct result of Western Canada's current huge-scale development in oil production, refining and pipeline building.

Announcing the latest entry as Chicago's Taylor Forge & Pipe (following closely after Tube Turns, London, Ont., The Financial Post, Jan. 7), Mr. Griesinger said his department's Trade and Industry Branch understands several other firms in allied business are to move in soon.

Taylor Forge & Pipe Works Co., Chicago, has organized TF&PW of Canada Ltd., bought 10 acres adjoining Firestone Tire's plant in Hamilton, Ont., prepared plans for construction of an initial plant unit to begin production in June. Export on a substantial scale is planned for the future.

The parent company has plants in Carnegie, Pa., and Fontana, Calif., besides Chicago. It was organized in 1900 by J. Hall Taylor, now board chairman; has pioneered in engineering products such as wrought steel fittings for pipe welding, spiral-welded pipe, heavy forgings for boilers, pressure vessels, etc.

DIVIDEND NOTICES

Delnite Mines, Limited

(No Personal Liability)

To Shareholders and Holders of Share Warrants:

NOTICE OF DIVIDEND NO. 9

TAKE NOTICE that a semi-annual dividend (interim) of 2% (i.e. two cents per share) on the outstanding Capital Stock of the Company, payable in Canadian funds, has been declared as dividend No. 9.

Such dividend will be payable April 1st, 1950, to shareholders of record at the close of business February 20th, 1950.

In the case of Share Warrants such dividend will be payable on or after April 1st, 1950, in respect of the shares specified therein, upon presentation and delivery of Coupon No. 9 (accompanied by requisite evidence that the coupon holder is domiciled and resident outside of Ontario), at:

The Canadian Bank of Commerce, Toronto Branch, Toronto, Ontario, or, Liberty Bank of Buffalo, Buffalo, N.Y.

By Order of the Board.
W. S. WALTON,
Secretary.
February 3rd, 1950.

Auto Electric Service Company, Limited,

Class "A" Shares—Dividend No. 12

Notice is hereby given that a dividend of 12½ cents per share on the Class "A" Shares of the Company has been declared payable on and after March 15th, 1950, to Shareholders of record at the close of business on February 17th, 1950.

Common Shares—Dividend No. 9:

Notice is hereby given that a dividend of 10 cents per share upon the no par value Common Shares of the Company, has been declared payable on and after March 15th, 1950, to Shareholders of record at the close of business on February 17th, 1950.

By Order of the Board.
A. KERR,
Secretary-Treasurer.
Dated at Toronto, Ontario,
February 2nd, 1950.

BRUCK MILLS LIMITED

Bruck

Class "A" Dividend

NOTICE IS HEREBY GIVEN that a regular quarterly dividend of 30c per share has been declared on the outstanding Class "A" shares of the Company, payable March 15, 1950 to shareholders of record as at the close of business on February 15, 1950.

Class "B" Dividend

A regular quarterly dividend of 7½c per share has been declared on the outstanding Class "B" shares of the Company, plus an extra dividend of 7½c per share both payable March 15, 1950 to shareholders of record February 15, 1950.

By Order of the Board,
H. STERN,
Secretary-Treasurer.
Montreal, Quebec,
February 3rd, 1950.

DIVIDEND NOTICE

BRITISH AMERICAN OIL COMPANY B-A LIMITED

PREFERRED STOCK

NOTICE is hereby given that a dividend of 23.4375c per share has been declared on the issued Preference Shares of the Company, being at the rate of Three and Three-quarters per cent (3¾%) per annum, for the first quarter ending March 31st, 1950. The above dividend is payable in Canadian Funds, April 1st, 1950, to shareholders of record at the close of business on the 7th day of March, 1950.

H. H. BRONSDON,
Secretary.
DATED at Toronto,
February 3rd, 1950.

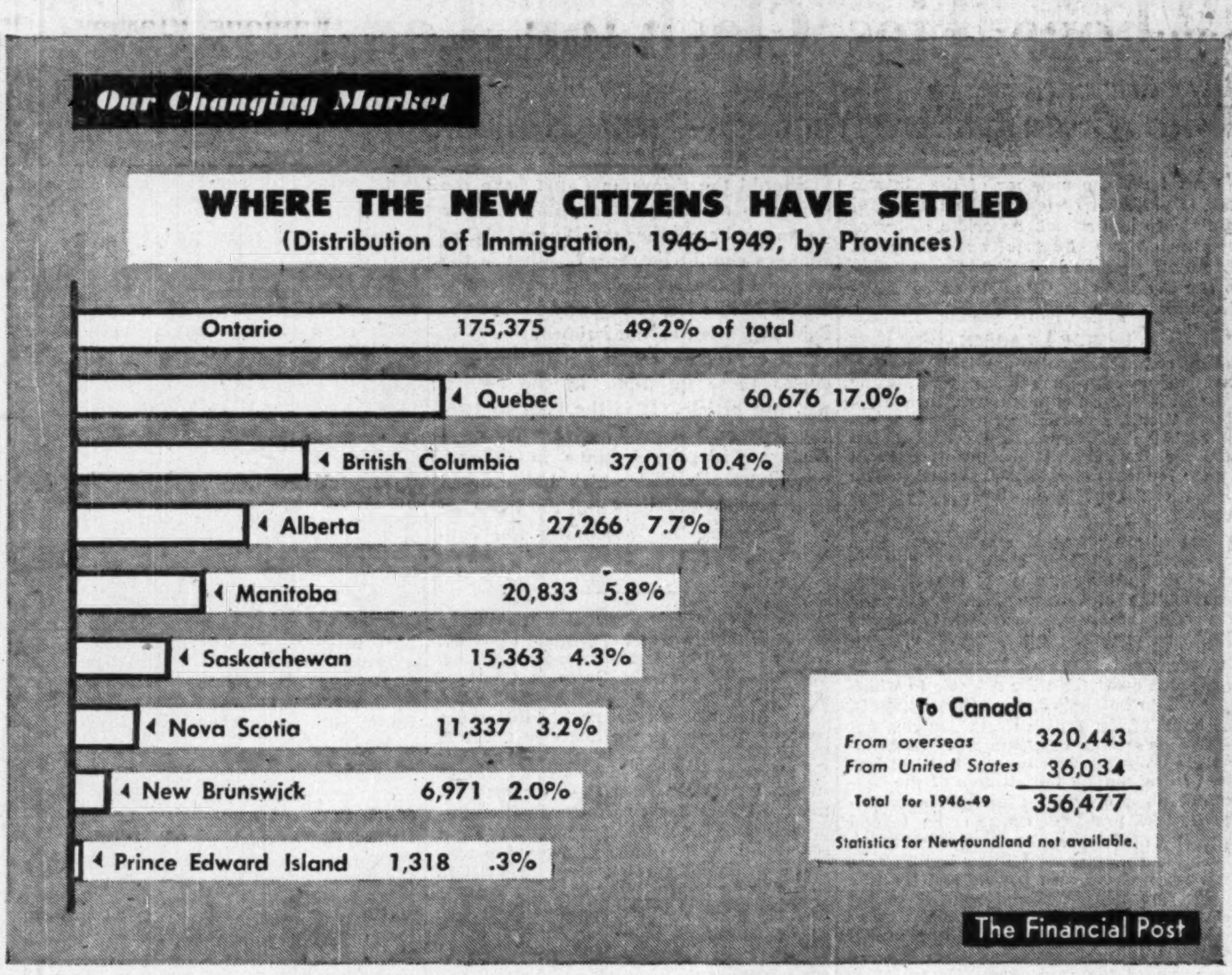
DIVIDEND NOTICE

BRITISH AMERICAN OIL COMPANY B-A LIMITED

COMMON STOCK

NOTICE is hereby given that a dividend of Twenty-five Cents (25c) per share has been declared on the issued No Par Value Common Stock of the Company for the first quarter ending March 31st, 1950. The above dividend is payable in Canadian Funds, April 1st, 1950, to shareholders of record at the close of business on the 7th day of March, 1950.

H. H. BRONSDON,
Secretary.
DATED at Toronto,
February 3rd, 1950.



The Financial Post

How Immigrants Alter Market Picture

Certain provinces got the lion's share of Canada's 356,477 postwar immigrants — people who, because they've been cut off from brand names appearing on the shelves at home, are forming new buying habits here. This article, second of a series on Canada's changing market, deals with another aspect of the way Canada's growth since the war differs from that during it, uncovering new trends which the alert business planner must watch.

By WALLACE GILLESPIE

The lady walking down aisles of Cellophane-wrapped merchandise in a Canadian store came to Canada since the war.

By that voyage, she parted from certain brand names which were familiar to her in the shops at home. Of necessity, she's forming new brand loyalties here. And, she finds, our style of merchandising is different.

This process of forming new brand loyalties — multiplied 356,477 times since the war — is of significance in keeping a finger on Canada's fast-changing market.

For, immigration demonstrates the theme of these articles: that developments in the protracted "postwar" period were not a mere continuation of wartime patterns but rather show their own distinctive marketing trends.

During the six-year "war" period from the first of 1940 till the end of 1945, only 72,256 immigrants arrived. We topped that figure handsomely in the single year 1948 — and did it again last year.

Furthermore, 47.2% of the "war" immigration came from the United States, where brand names more closely correspond with those in Canada. In contrast, 89.9% of our greatly expanded immigration since the war has come from overseas.

Nor can it be assumed that the immigrants are distributed across the country in any even pattern. They aren't.

You'll find more of them in Ontario, in relation to its size, than anywhere else. The single province was the destination of 49.2% of all the immigrants who came to Canada (original nine provinces) during 1945-49. It has 33.4% of the population.

British Columbia was another province which got more than its "share." It was the destination of 10.4% of the postwar immigrants, and it has 8.4% of the nine-province population.

Alberta was ahead with 7.7% of the immigrants; 6.7% of the Canadian population.

All other provinces welcomed a smaller share of immigrants in proportion to their size.

Quebec, for example, has 29.5% of the population of the nine original provinces. But it received only 17% of the immigrants coming to Canada during 1945-49.

Ratios for the other provinces were as follows:

	% of Immigrants	% of Population
Nova Scotia	3.2	4.9
New Brunswick	2.0	3.9
P. E. I.	.3	.7
Manitoba	5.8	5.9
Sask.	4.3	6.5

Nor have all provinces experienced a uniform rate of immigrant arrivals. The Maritime provinces, for example, got most of their postwar immigration immediately after the war with the arrival of the wives and children of Canada's overseas veterans. With that movement done these three provinces have experienced slower rates of immigration.

In all other provinces, by contrast, immigrant arrivals of 1948 and 1949 have eclipsed those of the war brides in the immediate postwar period.

This is shown markedly in the sex distribution of Canada's immigrants. And here is another statistical breakdown of interest to the merchandiser seeking the attention of Canada's changing market.

For the first time since 1941, more adult males came to Canada in 1947 than adult females. It has remained so ever since.

Nevertheless, the preponderance of adult females in the 1946 migration was so great that it still overshadows the later trend.

Thus, the four-year migration has been 40.3% adult female, 36.3% adult male, and 23.4% children under 18. Actual figures are 143,753 adult females, 129,245 adult males, and 83,479 children under 18.

The switchover to masculine immigration, incidentally, can be traced back to the "overseas" category. Immigration from the U. S. has remained on the feminine side throughout. Furthermore, the percentage of children under 18 has been higher among immigrants from the U. S.

Rough index of the immigrant's buying power is the fact that he's probably getting at least the wages of a skilled worker. This comes out of Canada's own immigration regulations. Unless a person enters Canada as a close relative of a Canadian resident or as a refugee under the International Refugee Organization, his best visa is his working skill.

In a recent year, for instance, 84% of male immigrants were classed as skilled workers. Among the females, it was 15%, but an additional 40% were wives.

Of the remaining unskilled immigrants that year, 45% were destined for woods operations.

The current immigration wave, while presenting the merchandiser with a significant number of new minds to cultivate, doesn't yet measure up to some of our earlier growth periods.

Biggest year on record was 1913, with 400,870 arrivals. After a lull in the First Great War, it peaked again in 1928 with 166,786 arrivals.

By comparison, 125,414 immigrants arrived to make a postwar record in 1948 — but that was still 16 times as many as came in during the wartime low of 1942. Last year's immigration total was 95,217.

The new experience is that, after 15 of the lowest immigration years of our history during the depression and war, we are once again feeling our domestic market move under the historic impact of trans-ocean migration.

Next: How Canadians' jobs have changed.

OIL PRODUCTION

New Record For Pay Zone Set at Golden Spike 5

From Our Own Correspondent

CALGARY — A new Canadian record for thickness of pay zone has been set by Imperial Golden Spike No. 5 well which has secured 560 ft. of productive thickness in the D3 zone of the Devonian, starting at 5,366 ft. — or 15 ft. more than the old record of 545 ft. at Imperial Schoepp (Golden Spike) No. 1.

The latest well, about three quarters of a mile northeast of the discovery well, showed an oil flow rate of 1,598 bbl. a day on a seven-hour test.

In addition to finding the record thickness of pay zone, the No. 5 well found indications of commercial oil production in the D2 zone, a formation which did not prove productive at other wells drilled.

• • •

Finances for Westcoast

According to testimony before the Alberta Petroleum & Natural Gas Conservation Board this week, there will be no financing problem for the proposed $100 millions pipeline system sought by Westcoast Transmission Lines.

John F. Power, representing Eastman Dillon, New York financial house, testified his company along with the First Boston Corp., another investment firm, is ready to underwrite Westcoast.

Mr. Power said the financing would be handled in conjunction with two Canadian financial houses—Nesbitt, Thomson & Co., Montreal and Wood, Gundy & Co., Toronto.

• • •

Oil Output Rising

An oil production of about 27 million bbl. is being forecast for the Canadian west this year, bulk of which will come from Alberta fields with a small assist from Saskatchewan. Output for 1951 will be around 39 million bbl., it is suggested. After 1951, a very material further increase can be expected. These "guesstimates" were arrived at by The Financial Post correspondent using the best available information on prospective demands of Alberta, Saskatchewan and Manitoba markets, the boost in prairie refineries which will eliminate non-domestic supplies in 1951 and probable requirements for first year operations of Interprovincial Pipe Line.

Among factors which will affect actual production in the 1950-51 period, raising or lowering results are: Prairie crop conditions and agricultural marketing prospects which determine the biggest single prairie demand for petroleum products, outcome of efforts for oil market extension other than the new pipeline.

Preliminary estimate of 1949 prairie province oil production is just over 21 million bbl.

Grain Prices

Chicago Futures

Week to Feb. 6, 1950

Crop year from Aug. 1, 1949 High	Low		High for week	Low for week	Close Feb. 6
		Wheat—			
2.21⅞	1.86	Mar. ...	2.17¼	2.12⅞	2.16⅜
2.16¼	1.19¼	May ...	2.10¼	2.03⅞	2.06⅞
1.99	1.84	July ...	1.91¼	1.85¼	1.88¼
1.92	1.86¼	Sept. ...	1.92	1.86¼	1.89
1.95	1.88¼	Dec. ...	1.93⅞	1.88¼	1.91
		Corn—			
1.83⅜	1.13¼	Mar. ...	1.28⅞	1.24⅞	1.27⅞
1.33⅜	1.13¼	May ...	1.27¼	1.23¼	1.25⅞
1.31⅞	1.19	July ...	1.25¼	1.21⅞	1.24¼
1.28¼	1.17¼	Sept. ...	1.20⅜	1.17¼	1.19¼
1.18	1.10⅜	Dec. ...	1.14	1.10⅜	1.12⅞
		Oats—			
.76¼	.62⅞	Mar. ...	.73⅜	.70⅜	.71¼
.73⅜	.59⅜	May ...	.68¼	.66¼	.67⅜
.67¼	.56¼	July ...	.62¼	.59¼	.60⅜
.66⅜	.59⅜	Sept. ...	.61¼	.59⅜	.60¼
.63⅞	.61¼	Dec. ...	.62⅜	.61¼	.61¼
		Rye—			
1.59¼	1.25⅞	May ...	1.34	1.25⅜	1.28
1.52¼	1.26⅞	July ...	1.35¼	1.26⅞	1.29⅞
1.47	1.28¼	Sept. ...	1.36⅞	1.28¼	1.31⅞
1.39¼	1.31⅞	Dec. ...	1.37⅞	1.31⅞	1.34¼
		Soybeans—			
		Mar.	2.32⅞	2.27	2.30¼
		May	2.30	2.24⅞	2.27⅞
		July	2.23⅞	2.19¼	2.22¼
		Nov.	1.95¼	1.91¼	1.94¼
		July	1.93¼	1.92¼	1.93¼

Chicago Cash

	For Week Feb. 6 High	Low	Prev. Week High	Low
Corn—				
2 Yel.	1.33¼	1.31⅜	1.34	1.31¼
Oats—				
1 H. Wh.	.77	.75¼	.77	.74¼

Winnipeg Futures

Week to Feb. 6, 1950

Crop year from Aug. 1, 1949 High	Low		High for week	Low for week	Close Feb. 6
		Oats—			
.83¼	.69⅜	May ...	.79¼	.77⅜	.78⅜
.80	.72¼	July ...	.75⅜	.74⅜	.75¼
.73¼	.70¼	Oct. ...	.73	.71⅞	.72⅜
		Barley—			
1.45⅞	1.09¼	May ...	1.22	1.18	1.20¼
1.41¼	1.09⅞	July ...	1.14⅜	1.10⅞	1.12⅞
1.10	1.01¼	Oct. ...	1.09¼	1.05⅜	1.07¼
		Rye—			
1.64	1.32¼	May ...	1.45⅞	1.37⅞	1.40⅜
1.60⅜	1.36⅞	July ...	1.45¼	1.36⅞	1.40¼
1.41	1.33¼	Oct. ...	1.39¼	1.33¼	1.35⅜
		Flax—			
3.78	2.62	May ...	3.66¼	3.60	3.65
3.79	3.48	July ...	3.53	3.53	3.53
3.42	3.27	Oct. ...	3.30¼	3.27	3.27

Winnipeg Cash

	For Week Feb. 6 High	Low	Prev. Week High	Low
Oats—				
2 C. W.	.81¼	.81	.80⅞	.78⅞
3 C. W.	.78¼	.77⅞	.78⅜	.75⅞
Barley—				
1 Feed	1.17¼	1.15¼	1.16⅜	1.13⅞
2 Feed	1.17⅞	1.12⅞	1.14⅜	1.11⅞
1 Malt	1.39¼	1.37¼	1.39¼	1.36⅜
Rye—				
2 C. W.	1.40¼	1.36¼	1.42⅞	1.43⅜
Flax—				
1 C. W.	3.66¼	3.64	3.67	3.56¼

Record of Financing

Sales by Municipalities, Provincial and Dominion Government. Offerings of Corporation and Foreign Securities

MUNICIPAL

Town of Thorold, Ont. — 3½%, 10-year serial debentures, $21,105, issued Jan. 27, 1950. Bought by Bankers Bond Corp. Ltd. and Canadian Bank of Commerce at $102.285.

Township of Nelson, Ont. — 3% debentures, due Dec. 31, 1950-69, $75,000, issued Jan. 10, 1950. Bought by J. L. Graham & Co. Ltd. and Royal Bank at $97.61.

Town of Kentville, N.S.—3% debentures, due Jan. 1, 1951-57, $21,000, issued Jan. 11, 1950. Sold at $100.86 to Wood, Gundy & Co. Ltd. and Royal Bank.

City of Cornwall, Ont.—3% debentures, due Feb. 1, 1951-60, $20,000, issued Jan. 20, 1950. Sold at $101.294 to Canadian Bank of Commerce.

United Townships of Neelon and Garson, Ont.—4½% debentures, due Feb. 1, 1951-70, $49,000, issued Jan. 23, 1950. Sold at $100.10 to Fairclough & Co. Ltd.

School Commission of the City of Thetford Mines, Que. — 3¼% debentures, due Dec. 1, 1950-69, $37,000, issued Jan. 23, 1950. Sold at $97.77 to Gairdner & Co. Ltd.

Board of School Trustees of Howe Sound School District No. 48, B.C.—3¾% debentures, due Nov. 15, 1950-69, $245,000, issued Jan. 25, 1950. Sold at $101.31 to J. L. Graham & Co. Ltd., Canadian Bank of Commerce and Pemberton & Son, Vancouver, Ltd.

PREFERRED

Industrial Acceptance Corp.—60,000, 5% cumulative redeemable convertible preferred shares (par value $32 per share). Sold at $32 per share by Greenshield & Co. Inc., Wood, Gundy & Co. Ltd., Nesbitt, Thomson & Co. Ltd., L. G. Beaubien & Co. Ltd., W. C. Pitfield & Co. Ltd., Midland Securities Ltd., James Richardson & Sons, Rene-T. Leclerc, Inc., Cochran, Murray & Co. Ltd., Yorkshire Securities Ltd. and Tanner & Co. Ltd.

British Columbia Electric Co. — 60,000, 4¾% cumulative redeemable preferred shares (par value $100 per share). Sold at $100 per share by Nesbitt, Thomson & Co. Ltd., Wood, Gundy & Co. Ltd., Société de Placements Inc., A. E. Ames & Co. Ltd., Dominion Securities Corp. Ltd., Royal Securities Corp. Ltd., W. C. Pitfield & Co. Ltd., Pemberton & Son, Vancouver Ltd., McLeod, Young, Weir & Co. Ltd., Greenshields & Co. Inc., James Richardson & Sons, Cochran, Murray & Co. Ltd., Collier, Norris & Quinlan Ltd., Mills, Spence & Co. Ltd., Midland Securities Ltd., René-T. Leclerc Inc., The Western City Co. Ltd., A. E. Jukes & Co. Ltd., Okanagan Investments Co. Ltd., Yorkshire Securities Ltd., W. C. Harris & Co. Ltd., Burns Bros. & Denton Ltd., Fairclough & Co. Ltd., R. A. Daly Co. Ltd., Eastern Securities Co. Ltd., Odlum Brown Investments Ltd., Lauder, Mercer & Co. Ltd., McMahon & Burns Ltd., Hagar Investments Ltd., Thomas B. Read & Co., Tanner & Co. Ltd., Carlile & McCartney Ltd., Melady, Sellers & Co. Ltd., Anderson & Co., F. J. Brennan & Co. Ltd. and J. C. Mackintosh & Co. Ltd.

COMMON

Kop Beverages—200,000 shares (no par value). Offered at .60 per share by Kop Beverages Ltd.

Bond Redemptions

Bond Issues:	Rate	Year	Call	Price
‡Acadia Apts. 1st Mtge. bds.	4%	1959	Mar. 1	100

‡AA. o/s.

JOHN F. ELLIS

The appointment of John Firstbrook Ellis as Managing Director of the Toronto Store has been announced by C. G. Ellis, President of Henry Birks & Sons (Ontario) Ltd.

Sail White Empress
FREQUENT WINTER CROSSINGS TO Europe

Your dollar now buys much more in England and on the Continent. Plan a leisurely winter crossing on a Canadian Pacific White Empress and enjoy a "holiday week" at sea en route. Frequent sailings from Saint John and Halifax to Liverpool . . . return accommodation available. There never was a better time than now to visit Europe.

WINTER SAILINGS
From Saint John (train to shipside) and from Halifax one day later.
EMPRESS OF CANADA
March 1 • March 29
EMPRESS OF FRANCE
February 15
March 15 • April 12
FIRST CLASS . . . . $264 up.
TOURIST . . . . . $167 up.

Canadian Pacific's famous shipboard hospitality is also yours on the passenger-carrying freighters Beaverford and Beaverburn. Sailings approximately twice monthly, dates on request. First Class fare $220.

Full information from your own Travel Agent or any Canadian Pacific Office

Canadian Pacific

McCABE
COMPLETE WORLD-WIDE FACILITIES

Manufacturers of famous "Victoria" livestock feeds . . . specialists in forage and pea seeds . . . offering complete grain and seed handling facilities, McCabe's provide "Canada's Most Complete Farm Service." Victoria Products Co. Ltd. are distributors of farm equipment and branded feed supplements.

WORLD-WIDE
McCABE GRAIN CO. LTD.
FORT WILLIAM · PORT ARTHUR
WINNIPEG
ST. BONIFACE · BRANDON · REGINA
SASKATOON · EDMONTON · CALGARY
VANCOUVER · DULUTH · MINNEAPOLIS

Western Grain Co. Ltd.
WINNIPEG — CANADA
COUNTRY ELEVATORS — MAN., SASK. & ALTA.
TERMINAL ELEVATOR — FT. WILLIAM, ONT.
GRINDING PLANTS and FEED MILLS
GRAIN SHIPPERS · EXPORTERS · GRAIN FUTURES

N. M. PATERSON & COMPANY LTD.
Own and Operate
Terminal Elevators in Fort William
109 Country Elevators
Total Storage Capacity 12,000,000 bus.
31 Vessels on the Great Lakes
Total Carrying Capacity, 4,500,000 bus. per trip
Head Office: FORT WILLIAM, ONT.
609 Grain Exchange, Winnipeg

HALLET & CAREY LIMITED
GRAIN SHIPPERS AND EXPORTERS
GRAIN FUTURES
Owners and Operators
Fort William Terminal Elevator Co. Ltd.
and Powell Transports Ltd.
Head Office—563 Grain Exchange, Winnipeg, Man.
Branch Offices—Fort William, Ont., Montreal, Que.
— Vancouver, B.C.

FEDERAL GRAIN LIMITED
AND
THE ALBERTA PACIFIC GRAIN CO. (1943) LTD.
WINNIPEG - CALGARY
Country Elevators located in all Prairie Provinces, and Terminals at Fort William, Port Arthur and Vancouver.
Cereal and Forage Seed Plant at Winnipeg.
We invite your inquiries regarding feed and seed grain.

JAMES RICHARDSON & SONS
LIMITED
Grain Merchants
Shippers and
Exporters
HEAD OFFICE
WINNIPEG, MANITOBA
OFFICES THROUGHOUT
CANADA

BERMUDA
For information concerning these leading Bermuda hotels:
Belmont Manor Hotel
with COTTAGES & GOLF CLUB
INVERURIE HOTEL & COTTAGE SUITES
THE REEFS BEACH CLUB
See your local Travel Agent or William P. Wolfe, Rep. Plaza 3422

(Advertisement)
Consult Canadian Sirocco to get smooth power transmission or stepless adjustable speed control with Gyrol Fluid Drives. And for all your air handling, heating, cooling and drying needs as well. Branch offices in principal cities. Canadian Sirocco Company, Ltd., 310 Ellis Street, Windsor, Ontario.

McBRINE, OF COURSE!

AS IMPORTANT AS THE TICKETS!
Smart Baggage
... adds so much to the enjoyment of your travel! Wherever you go it's ...
McBRINE
AROUND-THE-WORLD BAGGAGE
McBRINE BAGGAGE

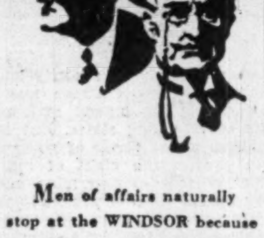
Consumers Gas Ready To Use Propane Gas

With the first cold-day, peak-load demand Consumers' Gas Co. of Toronto will for the first time be feeding propane gas (mixed with other gas) through its city gas mains.

Construction of 16 propane storage tanks with a capacity of 400,000 gallons of propane will add a maximum daily capacity to company's system of some eight million cubic feet, bringing total daily peak-load capacity to a record 35 million cubic feet. Total cost of installations for handling propane will run around $400,000.

The propane is imported in liquid form from the U. S. It is anticipated that this high burning quality gas will be available from Imperial Oil's Sarnia plant in the near future. The propane is kept in liquid form by pressure but when pressure is released the propane becomes a gas and this is mixed with other manufactured gas to ensure proper performance in burners.

KIRKLAND GOLDEN GATE shares have been removed from trading on the Toronto Stock Exchange at the request of the company pending reorganization.



IN MONTREAL
Men of affairs naturally stop at the WINDSOR because of its reputation for dignified comfort, unobtrusive, courteous service and its convenient location—and because the WINDSOR is recognized as the proper place for business and social meetings.
THE Windsor
ON DOMINION SQUARE
J. ALDERIC RAYMOND, PRESIDENT

Bank Loans Show Seasonal Declines

Savings Deposits Reflect Yule Trade

Changes shown in the return of the chartered banks to the Finance Minister as at Dec. 31 follow pretty well the seasonal pattern established in previous years. Loans show a decrease from the previous month though well above the previous year. Savings deposits are moderately lower. Investments also are down.

Total borrowings from the chartered banks in Canada at the end of Dec. 31 were $71.1 millions lower than the month before. The drop was mainly in current loans, the regular loans to business. Loans to municipalities and provincial governments also were lower but call loans were moderately higher.

The decline in current loans parallels the trend in other years when a lot of grain loans are paid off as grain is moved for export. Business concerns also tend to reduce their loans at the year end so they can show a more liquid position in their annual reports. Then too, many retailers and wholesalers are able to pay off money borrowed to finance purchase of their Christmas stocks as these are turned into money. In December, 1948, current loans dropped $52.4 millions, total then being $2,077 against total current loans on Dec. 31, 1949, of almost $2.2 millions. Total current loans on Dec. 31 were still $97 millions above the 1948 level.

Reduced borrowing by provinces and municipalities probably reflects cessation of public works in December.

Deposits also were lower. Savings deposits receded $14 millions ($28.7 millions in 1948). Here again, withdrawal of savings for Christmas buying is mentioned as a factor. Total savings deposits however continue $376 millions higher than the year before. Demand deposits were down both for the month and for the year, due probably to corporations reducing their loans.

Foreign loans and deposits were both lower. Investments of the banks also were lower on the month, higher on the year. Note circulation dropped to $13.9 millions and on Jan. 31 will disappear from the bank statement except in the case of the three banks that continue to circulate notes outside Canada. Circulation of chartered bank notes is still permitted outside Canada, the liability for notes issued for circulation in Canada being taken over by the Bank of Canada as at Jan. 30, 1950.

Use of Bank Credit in Canada
(In Millions of Dollars)

	Dec. 1949	Nov. 1949	Change	Dec. 1948	Change
Loans	2,403.7	2,474.8	—71.1	2,225.8	+177.9
Investments	4,344.8	4,395.4	—50.6	4,267.8	+77.0
Total	6,748.5	6,870.2	—121.7	6,493.6	+254.9
Deposits	6,859.8	6,932.2	—72.4	6,600.5	+259.3
Credit index*	35.0%	35.7%	—0.7	33.7%	+1.3

*Ratio of current and call loans in Canada to demand and savings deposits in Canada.

ASSETS
Immediately Available Liquid Assets
(In Thousands of Dollars)

	Dec. 1949	Nov. 1949	Change	Dec. 1948	Change
Canadian coin	11,939	12,124	—185	11,164	+775
Bank of Canada notes	211,772	201,575	+10,197	190,790	+20,982
Bank of Canada deposits	541,689	544,704	—3,015	547,340	—5,651
Bank's cash	765,400	758,403	+6,997	749,294	+16,106
Gold sub. coin adb.	2,292	2,556	—264	2,898	—606
Foreign currency	107,342	107,859	—517	192,467	—85,125
Foreign banks	202,446	191,071	+11,375	101,402	+101,044
Call loans abroad	69,582	90,884	—21,302	91,243	—21,661
Government securities:					
Dom. short term	888,807	945,870	—57,063	785,788	+103,019
Prov. short term	127,311	114,344	+12,967	136,117	—8,806
Dom. long term	2,223,556	2,210,650	+12,906	2,173,159	+50,397
Prov. long term	318,005	333,106	—15,101	339,587	—21,582
	4,704,741	4,754,743	—50,002	4,571,955	+132,786
Loans and Securities Other Than Those of Canadian Governments					
Municipal secs.	161,262	155,372	+5,890	139,935	+21,327
Public secs.♦	242,356	248,432	—6,076	241,640	+716
Other secs.	383,549	387,648	—4,099	451,603	—68,054
Can. call loans	132,543	119,266	+13,277	78,159	+54,384
Current loans	2,173,941	2,249,555	—75,614	2,076,969	+96,972
Loans abroad	210,894	211,738	—844	240,187	—29,293
Prov. loans	25,260	30,075	—4,815	15,223	+10,037
Mun. loans	71,947	75,876	—3,929	55,505	+16,442
	3,401,752	3,477,962	—76,210	3,299,221	+102,531
Other Assets					
Noncurrent loans	1,156	1,137	+19	1,121	+35
Real estate	436	439	—3	530	—94
Mortgages	670	693	—23	946	—276
Premises	86,460	85,542	+918	77,811	+8,649
Letters of credit	163,666	172,577	—8,911	205,502	—41,836
Loans to comp.	16,339	16,017	+322	12,202	+4,137
Other assets	6,068	6,232	—164	7,449	—1,381
	274,795	282,637	—7,842	305,561	—30,766
Total	8,381,288	8,515,342	—134,054	8,176,737	+204,551
Notes in circ. dep.	821	821	......	932	—111
Int. bank bal.	336,073	357,269	—21,196	401,849	—65,776
Gross	8,718,182	8,873,433	—155,251	8,579,518	+138,664
LIABILITIES					
To the Public					
Circulation	13,990	14,017	—27	16,246	—2,256
Dom. Govt.	200,108	295,863	—95,755	276,591	—76,483
Prov. Govt.	167,370	160,034	+7,336	149,354	+18,016
Deposits by Public					
Demand dep.	2,426,477	2,484,927	—58,450	2,543,617	—117,140
Savings dep.	4,433,352	4,447,317	—13,965	4,056,953	+376,399
Total	6,859,829	6,932,244	—72,415	6,600,570	+259,259
Foreign Deposits					
Dep. elsewhere	650,749	649,492	+1,257	731,933	—81,184
For. curr. in Canada	79,367	83,729	—4,362	79,052	+315
Total	730,116	733,221	—3,105	810,985	—80,869
Due to Banks Abroad					
United Kingdom	37,397	37,341	+56	37,649	—252
Foreign	88,265	83,988	+4,277	89,058	—793
Letters of credit	163,666	172,577	—8,911	205,502	—41,836
Other liab.	6,685	7,592	—907	6,372	+313
Total public liab.	8,267,426	8,436,877	—169,451	8,192,327	+75,099
Due other banks	93,984	79,244	+14,740	38,073	+55,911
Liability to Shareholders					
Dividends	3,435	3,975	—540	3,271	+164
Reserve	190,500	190,500	......	185,750	+4,750
Capital stock	145,500	145,500	......	145,500	......
Gross	8,700,845	8,856,096	—155,251	8,564,921	+135,924

♦Other than Canadian.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

DOMINION OILCLOTH & LINOLEUM CO. net profit of $1,782,251 for the year ended Oct. 31, 1949, was up 5.2% from the previous year's net of $1,693,931.

Sales showed a substantial improvement over a year ago. Increased output followed installation of new high-speed equipment and increased curing capacity, President and Managing Director Arch. F. Baillie states. Raw materials were more plentiful.

Capital expenditures of $583,768 included considerable machinery and equipment and completion of two large buildings, one an extension to the linoleum division and the other to the table oilcloth division. Also included was $71,700 expended for land and buildings east of the present factory and comprising chiefly moderately priced dwellings. This expenditure was deemed advisable due to the proposed civic expropriations, Mr. Baillie states. Further capital expenditures of considerable proportion will have to be made during 1950, he adds.

Prices remained stable during the year but with the devaluation of the pound and the removal of the dumping duties, certain reductions and adjustments have had to be made since the close of the fiscal year. Transportation charges have also had a considerable bearing on this price situation, particularly on east and west coast where British goods can be landed at low ocean freight rates, he said. All overseas markets have been either closed or greatly restricted.

New styles and designs were introduced recently in floor and table coverings, imitation leathers and plastic drapery material which should stimulate the demand, Mr. Baillie said.

INCOME AND SURPLUS ACCOUNT

Years Ended Oct. 31:	1949	1948
Net earnings	$2,734,839	$2,619,861
Less: Depreciation	258,575	150,260
Income taxes	694,013	685,670
Tr. to insur. fund	......	90,000
Net profit	1,782,251	1,693,931
Less: Com. divds.	1,120,000	1,120,000
Def. divds. prov.	128,000	128,000
Surplus for year	534,251	445,931
Earnings per Share and Dividend Record:		
Common†	$2.55	$2.42
Paid	1.60+§0.30	1.60+§0.10
Deferred†	8.28	7.17
Paid	1.60+§0.30	1.60+§0.10
Com. & def.‡	2.28	2.17

†Before (‡after) participation.
§Extra divd. paid Jan. 30, out of previous years' earnings; deducted through surplus.

CONDENSED BALANCE SHEET

As at Oct. 31:	1949	1948
Cash	$394,239	$385,501
Accts. rec.	1,307,313	752,374
Inventories	2,754,315	2,758,759
Total curr. assets	4,455,867	3,896,634
Subs., etc., invests.	3,861,279	3,834,280
Other invests.	3,884,189	3,936,683
Misc. assets♦	130,528	205,120
Fixed assets*	2,356,120	2,030,960
Total assets	14,687,983	13,903,677
Accts. & tax. pay.	1,147,554	676,322
Def. stk. div. res.	128,000	128,000
Total curr. liab.	1,275,554	804,322
Insurance reserve	1,000,000	1,000,000
Capital stock	6,400,000	6,400,000
Capital surplus	803,087	790,263
Earned surplus	5,209,342	4,909,092
♦Incl. ref. EPT	100,031	178,498
*After depr. of	3,893,596	3,870,380
Working capital	3,180,313	3,092,312

PREMIER TRUST CO. net profit for 1949 amounted to $35,421, a decrease of 15.6% from the 1948 net of $41,976.

Liabilities to the public amounted to $3,899,745. ($3,655,407 in 1948.) These were secured chiefly by liquid assets of $2,654,947 ($2,743,643), and mortgages and agreements for sale of $2,219,077 ($1,858,171).

Estates, trusts and agencies accounts amounted to $6,977,255 ($7,061,520).

	1949	1948
Liabs. to public, etc.*	$3,899,745	$3,655,407
Shareholders' equity	1,444,784	1,432,385
*Secured by:		
Mtges. & sls. agree.	2,219,077	1,858,171
Office premises	470,505	485,978
Liquid assets†	2,654,947	2,743,643
Total	5,344,529	5,087,792
†Includes bonds and stocks.		
Estates account	6,997,255	7,061,520
Net profit	35,421	41,976
Earnings per share‡	$2.99	$3.55
Paid	2.00	2.00

‡Based on amount paid up on subscribed capital.

ALUMINUM CO. OF CANADA has advised the Montreal Stock Exchange that a further 100 shares of 4% Cumulative Redeemable Preferred stock have been cancelled, thereby reducing the number of shares still outstanding to 555,364 shares.

Famous Players Soon to Offer Television Shows

Patrons of Famous Players Canadian Corp.'s Toronto Imperial Theatre will soon be seeing televised on the screen spot news items almost simultaneously with the event. Time taken from when the mobile unit on the spot "shoots" the event until it is flashed on the screen will be about one minute, a company spokesman states.

The company was granted its license to operate closed circuit television shows in its Toronto theatres this week. The license, however, will not permit the company to broadcast the television shows and because of that the company did not have to apply to the C.B.C. for a license. Equipment is already installed in the Imperial theatre and the mobile unit—corresponding to the radio station—is all ready for operation. The television shows will at first be operated on an experimental basis.

EL SOL GOLD MINES Jan. 7 installment of 50,000 shares at 10c a share and each subsequent installment under agreement with Federal Trading & Agency Co. have been extended for three months.

in Britain
TRAVEL MEANS BRITISH RAILWAYS
Your tour of the BRITISH ISLES will be carefree, enjoyable and economical if you plan in advance.
Secure your transportation and reservations before you leave and right from the British port of entry save 25% on ordinary fares for individual tours.
BRITISH RAILWAY FACILITIES ARE COMPREHENSIVE—
• Rail transportation covering the British Isles
• Attractive rail, motor coach and steamer tours also conducted Motor Coach Tours of London
• Cross channel services to Ireland and the Continent
• 47 Hotels operated by The Hotels Executive, British Transport
• British European Airways Corp routes in the British Isles.
ADVANCE RESERVATIONS FOR ALL SERVICES
1950 — HOLY YEAR ... BRITISH RAILWAYS — THE PREMIER LINK TO THE CONTINENT ... include a visit to the famous shrines of Britain and Ireland.
CONSULT YOUR TRAVEL AGENT OR BRITISH RAILWAYS OFFICE:
69 YONGE STREET, TORONTO, ONT.
BRITISH RAILWAYS
Write to Dept. 59 for full color map folder "The British Isles".

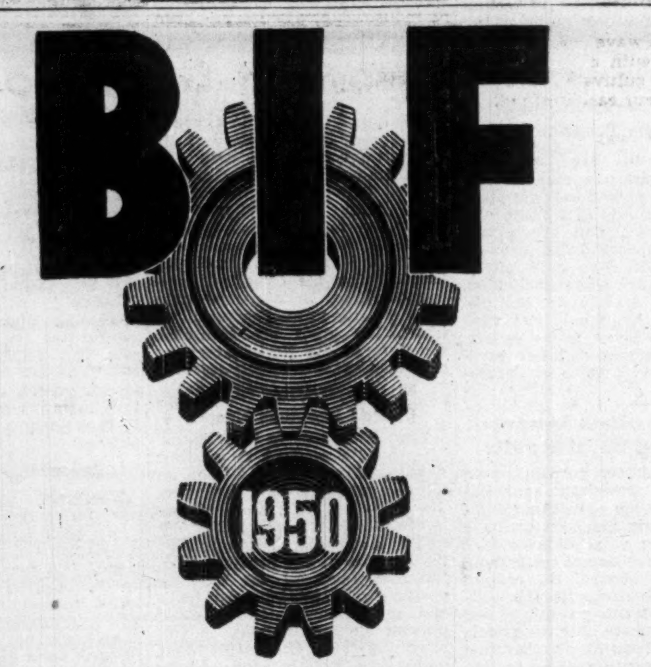
BANK OF CANADA

Liabilities	Feb. 1 1950 $	Jan. 25 1950 $
Capital paid-up	5,000,000	5,000,000
Rest fund	10,050,367	10,050,367
Notes in circ.	1,258,599,619	1,252,876,374
Deposits: Dom.	62,396,770	80,776,060
Chart. Banks	523,690,938	543,022,931
Other	150,413,629	129,994,421
Total deposits	736,501,337	753,793,412
Liabs. payable in sterling, U.S.A. and foreign gold currencies:		
(a) to gov. of Can.	85,764,029	80,923,400
(b) to other	26,777	26,778
Total	85,790,806	80,950,178
All other liabs.	32,265,323	30,206,726
Total liabs.	2,128,207,452	2,132,877,057
Assets		
Sterling & for'n	80,290,806	75,450,177
Other curr.	33,451	50,088
Total	80,324,257	75,500,265
Subsid. coin	357,396	258,347
Investments:		
Gov. sh. term	1,786,077,116	1,772,309,788
Oth. gov. sec.	195,075,767	235,266,034
Other secs.	5,500,000	5,500,000
Total invest.	1,986,652,883	2,013,075,822
Total share cap. at cost	25,000,000	25,000,000
Premises	3,773,138	3,731,559
All other assets	32,099,778	15,311,064
Total assets	2,128,207,452	2,132,877,057

HOLY YEAR PILGRIMAGES
Regularly Through 1950
Visit Rome, Paris, London, Milan, Nice, Versailles, Lourdes, Lisieux, Lucerne, Oberammergau, etc.
PERSONALLY CONDUCTED TOURS
Accompanied by Official Chaplains
As accommodation is limited on these 1950 tours, we strongly recommend early application.
Write for literature to
Rt. Rev. W. T. Davis, National Chaplain, or Mr. T. J. Day, K.C., National Secretary, 67 Bond St., Toronto,
or direct to the official agents for the National Pilgrimages
Union Travel Service
9A QUEEN ST. EAST (at Yonge)
TORONTO, ONTARIO - AD. 3266

BIRMINGHAM

Where Countryside and Commerce Combine
BIRMINGHAM
ENGLAND
If you are thinking of coming to Britain this is a book you must get. Birmingham, modern industrial City, near Stratford-upon-Avon in Shakespeare's Warwickshire, is a City you'll want to visit both for business and for pleasure.
Pages of fact and photo and just the information you'll need—
available on request to
THE CITY OF BIRMINGHAM INFORMATION DEPARTMENT
COUNCIL HOUSE, BIRMINGHAM, ENGLAND



YOU HAVE NEEDS ... Britain is making the goods to meet them
Designing for your needs now has first call on Britain's resources and skill. She has studied your requirements, and has welcomed your buyers in greater numbers every year.
Exhibiting at the British Industries Fair 3,000 manufacturers will reveal their latest products, and from every country overseas 16,000 buyers will assemble to make immediate selections for their own markets.
Making new goods for the world has raised Britain's production to a record level. In turn these exports enable her to buy—and Britain is the world's greatest customer.
Trade Buyers! Ensure your accommodation now because tourists also reserve Britain's hotels in May.
★ B.I.F., the largest national trade fair, will be extended in 1950. Exhibits alone will occupy 100,000 square metres.
★ For the convenience of buyers public admission is restricted throughout the Fair.
★ Twenty-six groups of allied trades will represent ninety industries.
★ Engineering & Hardware in Birmingham. Lighter Industries in London.
BRITISH INDUSTRIES FAIR
LONDON MAY 8-19 BIRMINGHAM
INFORMATION about exhibitors, advance catalogues, special displays and facilities at the Fair can be obtained from the United Kingdom Trade Commissioner at Ottawa, Montreal, Toronto, Vancouver or Winnipeg; or from the Imperial Trade Correspondent at St. John's or Halifax

AIRCARGO
The Case of the Quick Replacements
The experience of the KRAMER TRACTOR COMPANY LTD., REGINA
AIRCARGO

Immobilized machinery can cost a contractor $200 to $500 every day he is waiting for replacement parts. The Kramer Company, equipment dealers, have found the one sure answer to the problem is TCA Aircargo. They fly in replacement parts for contractors' equipment and road machinery. That cuts the delay by days, and customers' costs by hundreds of dollars. In a matter of hours they "deliver the goods" by TCA Aircargo — whatever the destination.
Aircargo helps them reduce inventories, too. They need not keep large stocks of slow moving equipment on hand, because when it's needed they can place orders with suppliers today, get delivery tomorrow!
Whether you deal in heavy, perishable or seasonable goods, in fashions or in pharmaceuticals, or any one of a dozen other lines, you too can benefit from aircargo services—to speed your shipments, simplify your packaging, widen your markets.
TCA AIRCARGO can help YOU too! For full information, write or phone your nearest TCA Office or your freight forwarder.
NEW LOW RATES NOW IN EFFECT
Passenger Services throughout Canada, Transcontinental, Gateway-services to the U.S., Trans-Atlantic to Britain and Ireland, Bermuda, Caribbean. Fly "The Maple Leaf Route" with TCA.
Case No. 8 of a Series
TCA
TRANS-CANADA Air Lines
INTERNATIONAL • TRANS-ATLANTIC • TRANSCONTINENTAL

ABOUT YOUR TAXES By STUART THOM, LL.B.

Life Interest in Estate Not Allowed Depreciation

Recent Judgments of the Exchequer Court offer helpful comment on tax problems even though they do not develop new principles. In the appeal of HELEN COOPER vs. THE MINISTER, an effort was made to avoid the application of the principle which was established in the earlier case of DAVIDSON vs. THE MINISTER OF NATIONAL REVENUE (1945 Exchequer Court Reports, 160).

Mrs. Cooper, under her husband's will, became entitled to the income from a number of properties and businesses which had belonged to him. In the year in question, the gross income from these assets exceeded $18,000. The executors purported to claim depreciation of upwards of $11,000 and in their T3 return showed the widow's income from the estate to be the amount of the difference, or approximately $7,000. Actually, in that year the widow received nearly $15,000, and the Department claimed tax on that amount.

Mr. Justice Cameron found that the widow was entitled to a life interest in the income only, under the terms of the will and accordingly had no right to claim any deduction for depreciation. The executors, however, had seen fit to pay to her amounts which they might have retained in a depreciation account for the benefit of those who would become entitled to the assets after the widow's death. Such amounts nevertheless constituted taxable income in the widow's hands to the extent that she received them. On the other hand, amounts deducted as depreciation and not paid to the widow did not accrue to her under Section 11 (1) and she could not be taxed in respect of them.

• • •

Exchequer Court Stiffer Than Tax Appeal Board?

The second case will be of great interest to businessmen and others who make a practice of claiming deductions on account of expenses for which they are unable to produce vouchers or receipts. It will be recalled that in a recent Tax Appeal Board decision in the appeal of A. S. Hermann Ltd., a taxpayer was allowed to deduct the full amount of gifts which he claimed to have made, even though no receipts or vouchers were produced. It was pointed out by the Board that the statute does not require the production of corroborating documents and the Court, if satisfied with the taxpayer's evidence, would support his claim.

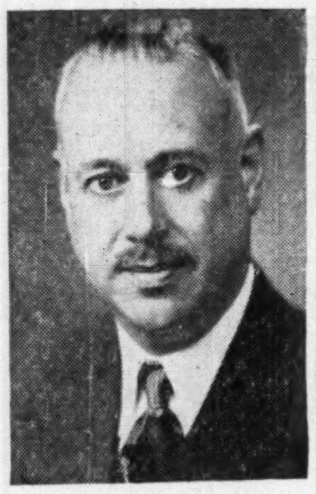
In the case decided by the Exchequer Court, the Appellant was W. K. Murray, a stock salesman operating on commissions. In 1948, he claimed expenses of over $2,700 on account of railway fares, telephone calls, telegrams, hotels, taxis and automobile expenses incurred as he traveled about the province to meet his clients. He did not produce any vouchers and the Department reduced his claim to an even $1,500.

In both cases, the Department attacked the Appellants' claim as not having been wholly, exclusively and necessarily laid out to earn the income. In both cases, the amount not the validity of the particular type of expense was in question.

In the Exchequer Court case, Mr. Justice Cameron dealt at length with the evidence produced by the taxpayer to support his claim. In the decision, which upheld the Department's reduced allowance, the Court pointed out that the Appellant should have known "that he would be required to establish his claim by evidence reasonably acceptable to the assessor. Considering the relatively large amounts involved, he should and could have kept vouchers, receipts or records to prove his case. Having failed to do so and having failed to establish affirmatively before me that such disbursements were in fact made, he has no one to blame but himself."

The Judgment would appear to indicate that the Exchequer Court takes a somewhat stiffer attitude toward claims of this nature than does the Tax Appeal Board, and future cases will be followed with great interest.

UNITED MIC MAC MINES has completed hole No. J-9 between holes J-8A and J-7 to a depth of 854.8 ft. From 305.4 to 311.1 ft. a core length of 5.7 ft. ran 0.17 oz. gold. From 311.1 ft. to 327.7 ft. value was 0.05 oz. From 640.2 to 641.2 ft., 0.26 oz. gold was obtained. Other samples are being assayed. Next hole, J-10, is now drilling in the same plane and 100 ft. vertically above J-8A. It is designed to check the dip of the zones intersected so far.



G. WALTER BROWN

executive vice-president of Bristol-Myers Co. of Canada, who has been appointed managing director.

Setting Stage Next 'Geneva'

OTTAWA (Staff)—Talks to be held in Geneva toward the end of this month between 33 nations who signed the original Geneva tariff agreement of 1947 and the subsequent Annecy agreement of last year will set the stage for new "Geneva" talks later this year.

Out of these latter talks is expected to come either a completely new Geneva agreement (the present one expires Jan. 1, 1951) or an extension of the tariff concessions concerned.

This month's conference will set up an agenda for these talks. At them will be discussed matters of principle arising out of the existing Geneva agreement; arrangements for prolongation of concessions should the September meetings fail to come to new agreements in time to replace those that lapse next Jan. 1.

Canada's stake in these talks covers big trade items like plywood, canned salmon, heavy chemicals, ferro-alloys, alloyed steels, plastics etc. Representations from industries concerned have been under study by Trade and Finance department officials for the last two months and will form the basis for discussion by Canada's delegates to this month's talks.

DOME MINES reports January production of $473,196 from 51,900 tons milled. This compares with December production of $496,567 and $431,241 for January, 1949.

THE MUTUAL LIFE
Assurance Company OF CANADA

HEAD OFFICE: WATERLOO, ONTARIO

80th ANNUAL STATEMENT

Year ended December 31, 1949

INCOME:		
Premiums for Assurances	$28,466,966.37	
Consideration for Annuities	2,690,134.52	
Interest, Dividends and Rents (after provision for possible future losses)	12,481,879.30	
Consideration for Settlement Annuities arising out of assurance policies	1,094,562.95	
Policy Proceeds, Dividends and Other Amounts left with the Company	7,602,182.22	
Net Profit on Sale of Ledger Assets (after applying $1,365,601.27 to reduce book value of securities to stabilize future interest yields)	209,762.34	
		$52,545,487.70
EXPENDITURES:		
Death and Disability Claims	$ 7,863,088.72	
Matured Endowments and Surrender Values	5,792,780.26	
Annuity Payments	558,001.93	
Policy Proceeds, Dividends on Deposit and Other Amounts Withdrawn	5,935,387.32	
General Expenses and Taxes	6,747,446.44	
	$26,896,704.67	
Increase in Policy and Staff Pension Reserves and Amounts on Deposit with the Company	19,476,641.48	
		$46,373,346.15
SURPLUS EARNINGS FOR YEAR		$ 6,172,141.55
Deduct:		
Dividends Paid or Allotted to Policyholders	$ 4,849,564.78	
Increase in Provision for Dividends payable in subsequent year	300,000.00	
Increase in Specific Investment Reserve	200,000.00	
		$ 5,349,564.78
TRANSFERRED TO UNASSIGNED CONTINGENCY FUND		$ 822,576.77

LOUIS L. LANG
President

A. E. PEQUEGNAT, A.I.A., F.S.A.
General Manager

FEATURES OF 1949 PROGRESS

Surplus Earned in 1949	$ 6,172,141
Total Payments to Policyholders and Beneficiaries in 1949	19,063,436
New Assurances in 1949 (Excluding Reassurance Ceded and Annuities)	120,009,172
Total Assets	345,293,359
Total Assurances in Force December 31, 1949 (Excluding Reassurance Ceded and Annuities)	1,068,698,193

80th Year of Life Insurance Service to Canadians Completed by Mutual Life of Canada

Sales of New Insurance Exceed All Previous Records

OUTSTANDING LOW NET COST RECORD CONTINUED

President and General Manager Review Company's Progress and National Outlook

Waterloo, Ont., February 2nd.

"Canadians can continue to live in what is probably the fairest country in the world if they retain the beliefs and virtues of their ancestors, but improve their methods as changing conditions dictate," stated Louis L. Lang, President of The Mutual Life of Canada, when addressing the 80th meeting of policyholders today. The pioneers who founded The Mutual Life in 1869, and earlier settlers, were hard-working thrifty men of sterling character, to whom pleading for social security instead of freedom would have sounded strange.

Mr. Lang felt that Canada's problems in 1950 will not differ much from 1949 except in variations in intensity and extent. Her geographical position makes Canada's economic condition and progress dependent to a considerable extent on conditions in the U.S.A.

A gradual reduction in the consolidated national debt is very desirable, and unnecessary public works programs should be deferred for periods of lesser prosperity, he stated.

Speaking specifically of the operations of The Mutual Life, Mr. Lang pointed out that the Company's investment policy had aided in the building of homes, the improvement of cities, towns and villages, and the support of Canadian business enterprises. The Mutual Life continued through its successful operations to take its place with the leaders on this continent in providing low net cost life insurance.

The General Manager, Mr. A. E. Pequegnat, emphasized that the world trend is away from socialism. The average freedom-loving citizen in English speaking countries is not attracted by a state in which "everybody owns everything and nobody owns anything." He prefers to own all of something rather than a share of everything. There is an increasing recognition in many countries of the undesirability of nationalizing life insurance.

New assurances placed by The Mutual Life in its 80th year reached an all-time peak, slightly over $120 Millions, an increase of more than 15% over the previous year. Mr. Pequegnat also reported a record increase in insurance in force, a decrease in the expense rate and an increase in the rate of interest earned.

"Condensations of the addresses delivered by both Mr. Lang and Mr. Pequegnat follow:

Louis L. Lang,
President

ADDRESS BY MR. LANG

It is my great pleasure to report that our Company has participated in the economic progress in which this country has prospered, and that it seems destined for the next year to continue its exceptionally favorable position.

It might be interesting to refer to some of the early history of the community in which our Head Office is located, and to circumstances which led to the incorporation of our Company in the comparatively small City of Waterloo. The first settler on the land where the City now stands came here in 1806 followed by others who were forced to seek refuge in the British American colonies from the persecution to which they were subjected in consequence of their religious scruples. Emigrating chiefly from Germany, they settled in the neighborhood of Germantown, Pennsylvania, where they remained until the outbreak of hostilities between England and her American colonies. Opposed to war and inclined to look with disfavor upon the cause of the revolution, they emulated the example of the United Empire Loyalists, came to Canada and settled in Waterloo.

Well adapted to the pioneer life of Canada they entered heartily into the rigorous conditions of their new life. Pleading for social security instead of freedom would have sounded strange to these sturdy pioneers. They recognized, as we do, the rights and the initiative of citizens as a whole and not the dictatorship of the few.

Early Difficulties Overcome

Our Company was founded on the mutual principle in 1869. Neither life insurance nor the necessity for it were generally understood or appreciated, and much prejudice existed against native companies, which were not considered as safe as the British or American. But soon better knowledge of the business began to prevail. The founders of our Company properly claimed that its establishment greatly reduced the rates for life insurance as compared with the premiums then in effect, and at the same time kept in the province a large amount of money formerly paid to the foreign companies and invested abroad.

Interest Rate, Expense and Mortality Experience

The fifty-odd companies now doing business in Canada are engaged in keen competition. Each company endeavors to improve its interest rate as much as possible consistent with safety of principal; to reduce its administrative expenses without sacrificing service and to improve its mortality experience without restricting too greatly the class eligible for insurance at standard rates.

Since the war life insurance companies have been faced with continuously rising costs due to inflationary pressures. In 1949 our Company's expense ratio showed a moderate decrease from that experienced in 1948, and, considering the increase in administrative costs generally, compares quite favorably with that of ten years ago.

Our investment policy over the past year has taken into account the great need for new money to finance housing and municipal requirements and the expansion of business, and both our reinvestible assets and our new funds have been directed into these channels.

The rate of mortality experienced by The Mutual Life has changed considerably since organization. As significant improvements in mortality experience occur, we are able to alter the basis of our dividend distribution and to change the mortality table used to calculate premium rates for new policies. Six different tables have been used, and three of the changes have occurred in the last twenty-five years. The original table used provided for 8.4 deaths per thousand at age thirty, and subsequent tables have provided for 7.7, 7.5, 4.5, 4.3 and 2.4 deaths, respectively. The table now being used extensively in the United States provides for 3.6 deaths per thousand at age 30. The percentage improvement in mortality rates has been most spectacular at the younger ages, but some improvement has occurred at advanced ages as well.

Obsolete mortality tables are promptly discarded in Canada under the spur of free competition. No company could survive today without being continually on the alert for ways to lower the cost of its product, and The Mutual Life of Canada is proud to take its place with the leaders in providing low net cost life insurance.

Extension to Head Office Planned

In its early years the Company's operations were directed from offices in rented premises; but in 1879 it erected its first office building in a central location in Waterloo. This building served until an enlarged Head Office on the present site of some five and one-half acres was occupied in 1912. Since that date three additions have been made. Plans for a further extension are now being considered, with the likelihood of being acted upon in the near future.

National Economy Generally Favorable in 1949

1949 was a good year in Canada and exceeded the expectations of most observers. Gross national production and national income were slightly greater than in 1948. Industrial production was a little better. The volume of employment was about the same, although towards the close of the year unemployment increased in some areas. Canadian consumer spending decreased in some fields. There has been a considerable loss of trade for Canadian exporters owing to the shortage of dollars. On the whole, however, Canada continued to maintain a favorable balance of trade with the world.

Outlook for 1950

It would seem that our problems in Canada this year will be much the same as those with which we have struggled during recent years, although there will be variations in intensity and extent. Our economic conditions and progress depend to a considerable extent on conditions in the United States, which has about eleven times the population of Canada and about twenty times its wealth. We are also North Americans and must be influenced by the success or lack of success of our friendly neighbors. Our increasing resources can create and establish great new fields for production and consumption which will replace the horrible and wasteful use of materials for war.

Reduction in National Debt Essential

In 1913, before the First World War, the national debt was $544 Million. In 1922, four years after the First World War, it was $2 Billion $900 Million. In 1949, four years after the Second World War, the consolidated national debt is almost $17 Billion. So long as the people of Canada have the will and the opportunity to work and have raw materials, they can continue to pay the interest on the vastly increased mortgage. But our national debt must be serviced and reduced gradually if Canada is to retain her credit. It is gratifying to see that our Government has realized the necessity of sound money management in balancing the budget and making reasonable reductions in the heavy debt load the country has to carry.

Defer Extensive Public Works Programs

Governments are receiving many requests to embark on new plans and to extend existing plans for various forms of welfare and social security, and for public works, subsidies and assistance on a great scale. Are such public works necessary when production, employment, income, are still abnormally high? Should not such programs be saved, as far as possible, for periods of lesser prosperity or severe cases of depression?

Personally Built Independence Best Social Security

There have been growing up on this North American continent over the past ten years great numbers of young people who have never known what it is to look for work. They do not understand that part at least of the present condition of affairs is the artificial and temporary result of war and its aftermath. All the people of Canada should realize that there is no security equal to that provided by the individual himself as a result of industry, intelligence, self-denial and thrift. In its early days, material development in Canada was made possible by the accumulation of savings of many individuals in Europe and the investment of these savings here to establish enterprises and to draw dividends and interest from them. Those days have passed and now we depend largely upon our own national savings for further material development. If we do not save, whence will come funds to extend wealth-producing enterprises? A government has no money except that which it takes from the citizens. All expenses must be financed out of the earnings and other income of the people of Canada.

Canada has had a magnificent record over the last hundred years and especially during the last fifty years. Canadians can continue to live in what is probably the fairest country in the world if they retain the beliefs and virtues of their ancestors but improve their methods as changing conditions dictate.

The several financial statements just presented provide conclusive evidence of the continuation of the careful and efficient management which has characterized our Company throughout its long history. The close contacts I have enjoyed throughout the year with the chief Executive Officers at Home Office, as well as with many of our field representatives, permit me to assure all our members that the manifold operations of the Company are being well conducted.

EXTRACTS FROM ADDRESS BY THE GENERAL MANAGER, MR. A. E. PEQUEGNAT

Within the last hundred years a definite conflict has emerged between those who maintain that the best interests of a people can only be secured through the intervention of an all-powerful state machine, and those who advocate a form of government which interferes with the personal freedom of the individual citizen only to the degree necessary to preserve the safety and honor of the realm and to protect citizens generally against exploitation and abuse.

During the last three decades the advocates of statism have shown progress in countries where human progress has been most retarded and despotism has been the governing force. But changes made have been more apparent than real, the transition being merely from a form of abject slavery, to a more attractive, but deceptive, type, being clothed in the guise of security. In countries where previously no security had existed the new doctrine made converts rapidly among malcontents of adjoining states. But in countries where forms of government protect the right of individual citizens to determine and work for the form of personal and family security to which they might aspire, totalitarian theories have had but little appeal. Foremost in the vanguard of the forces fighting for the preservation of the freedom of the individual is found the united voice of life insurance policyholders.

A. E. Pequegnat,
General Manager

Nationalization of Life Insurance

It was not unexpected that the program of the socialist party, in both Canada and Great Britain, should include the nationalization of life insurance. However, this was apparently far from popular even among the members of the socialist party for it was quickly dropped from the party program. In Great Britain full nationalization of life insurance companies was restricted to industrial insurance, and now mutualization of industrial companies has been substituted for nationalization.

In Australia and New Zealand the welfare of the state has recently been removed from the control of socialist governments. In Sweden, a commission appointed to survey the operations of life insurance companies, with the view of possible nationalization, advised that no change be made other than that policyholders should be more strongly represented in the management of the companies. This recommendation, coupled with the change of attitude in Great Britain pays great tribute to the mutual principle on which the great life insurance structure of the North American continent has been largely erected.

New Assurances in 1949 Exceed Previous Record

New assurances in The Mutual Life in 1949 reached an all-time peak, slightly over $120 Million, an increase of more than 15% over the previous year; the increase in business in force, $90,462,786, exceeded by almost $10 Million the increase of any previous year. We are proud of the enviable position which our lapse rate holds and strive constantly to avoid preventable terminations. In five provinces our Company wrote more than 10% of the ordinary business written by all companies and showed an increase in the proportion of business written in all the provinces, save one.

Gross Interest Earnings Rate Rises

The high regard in which our Company has been held throughout its long history is largely attributable to the low net cost enjoyed by our policyholders. A favorable mortality experience, arising from careful selection, the highest rate of interest earnings, consistent with the sound investment of funds held in trust, and an economical administration, have combined to maintain our Company in a position of advantage among our competitors. For over 20 years the trend of interest earnings has been downward, but for the first time since 1927, other than the year 1944 when the recovery of interest previously written off was unusually large, the curve is no longer downward, the gross interest rate for the year 1949, 3.89%, being an increase of .09% over the previous year.

Expense Rate Declines

Careful control of expenditures produced a ratio of total expense to real income of 15.01%, .62% lower than that of the previous year, the first decline in this ratio since 1944. In the face of higher costs for all services and commodities, this must be credited to a greater efficiency of operation and should refute any criticism of extravagance in the conduct of our business. Some of this improvement must be attributed to the steady increase in the average size of the policies issued, $2,378 in 1945 to $4,088 in 1949.

Mortality Experience Very Satisfactory

Last year's mortality result, 49.23%, while slightly higher than the year before, must be classed as a most favorable experience, being well below the average of the last ten years. The proportion of deaths from coronary thrombosis continued its upward trend, being 33.9% of claims paid in 1949, compared to 30.2% in 1948 and 27.4% in 1947. An analysis by age of the deaths from this cause indicates that the largest proportion of total deaths occurs in the age group 50-59, in which 38.4% of the deaths from all causes arise from coronary thrombosis. This compares with 37.3% in age group 60-69 and 32.9% in age group 40-49. In the 70's the hazard drops to 30.7%. Of those who die of coronary thrombosis our experience shows that 27.1% will occur in the 50's, 37.5% will occur in the 60's, but for those who reach the 70's the risk will be reduced to 18.8%.

Insurance Companies Aid Medical Research

A group of life insurance companies, including our own, has, in the past year, set up a fund to assist the medical schools associated with our Canadian universities, to further extend medical research. I am confident that our policyholders, having their own interests in mind, as well as the general health of the nation, will approve our co-operation in this important work.

Dividend Scale Continued

The gross surplus earnings of the Company in the year just closed amounted to $6,172,141, an increase over the previous year of $633,180. The scale of surplus distribution now in effect absorbed $4,894,564 of these earnings and, after allocating $500,000 to strengthen reserves permitted the transfer to Unassigned Contingency Funds of $822,576, an amount slightly higher than that of a year ago. The total reserve and surplus funds now aggregate $26,250,000, 7.6% of total assets. These results would appear to ensure the continuation for some time of the basis of surplus distribution adopted a year ago.

Analysis of Assets

Over 70% of total assets is held in the form of bonds, a total of over $245 Million, of which $161,600,000 are obligations of the Dominion of Canada. Other government bonds, including the Canadian provinces, amount to $43,285,000, the balance, $40,545,000, is distributed among the many Canadian municipalities, public utilities and high-grade corporations. Our stock investments, preferred and common, now amount to $10,929,000, an increase during the year of $2,543,000, and represent but 3% of our total assets. Our carefully selected stock investments are producing a splendid return, 5.70%, in 1949 as compared to 5.34% in 1948. Our total investment in these securities is still quite low compared with the maximum of 15% of total assets permitted by the Dominion Insurance Act. On December 31st, 1949, the aggregate market value of our bond and stock investments showed an excess over our book value of approximately $15,500,000.

Mortgage Investments Exceed 17% Total Assets

New mortgage loans, largely confined to single and multiple dwellings, aggregated $17,163,000 for the year. In 1945 this form of investment represented 11% of total assets, but now exceeds 17%. The gross rate of interest earned on our mortgage investments in 1949 was 4.96%.

Loans to policyholders, while increasing slightly in the year, represented but 5% of total assets. This decline from the peak of 20% in 1934 is indicative of the growing desire on the part of policyholders generally to impair, as little as possible, the value of their policies.

Reserves Strengthened

The reserve maintained to satisfy all policy obligations has again been strengthened to provide against all possible adverse trends. All new business coming on our books is valued on an interest assumption of 2½% and with a mortality experience which is certainly not deteriorating, our reserve basis should provide an ample margin of safety.

Group Business Grows

The amount of Group life insurance in force has reached $71,442,000, an increase for the year of over $14 million. Allied is the Group Accident and Sickness Branch which permits the Company to provide the full group insurance package — hospitalization, surgical fee, medical and weekly indemnity benefits. The income in the Accident and Sickness branch during the past year amounted to slightly in excess of $1 million and the claims experience was very favorable.

Faithfulness of Employees Acknowledged

Success such as has been achieved by this Company during the past year and all the previous years of its long history, is not attained without the wholehearted co-operation of all those who play a part in the conduct of such a vast undertaking. It was my privilege, during the past year, to visit most of our field organization and I found in all our manifold operations a spirit of unanimity, enthusiasm, success and devotion to duty. The same can be said of our Home Office where all departments are functioning with the highest degree of co-operation and efficiency.

We are all engaged in the building of a democracy of freedom, not of economic slavery. The mainspring of our social and economic progress here in America during the past century has been the incentive of financial independence. Life insurance is the way the free man takes to provide personal and family security.

THE MUTUAL LIFE ASSURANCE COMPANY OF CANADA

HEAD OFFICE: WATERLOO, ONTARIO

C. WILLIAM FRASER

Montreal Trust Company has announced the appointment of C. William Fraser as Assistant Manager at Toronto. Mr. Fraser has had wide experience in the Accounting Corporate Trusts, Estates and Personnel Departments of the Company. *

Life Company Officers Stress Need Of Individual and Government Thrift

Need of both individuals and government exercising thrift to enable them to meet their liabilities, the desirability of encouraging individuals to provide their own social security and the part that insurance can play in meeting the educational needs of the younger generation and providing for the longer life expectancy of people reaching retiring age, were among the points stressed at life insurance company annual meetings recently. Here are extracts from addresses given by executives.

• • •

M. J. SMITH president Equitable Life Insurance Co. of Canada.

The rate book of 50 years ago of one of our Canadian companies gives the participating premium for a $10,000 Life policy at age 35 as $278. Today, 50 years later, our Company's rate for the same type of policy is $233. The premium for a 30-year endowment was then $343; our rate today is $333.

It is a singular achievement of the life insurance business to have held down its premiums when almost everything else has increased markedly in price. This achievement is due in part to economies from expanded business, to mechanization in actuarial and accounting spheres and to organized marketing methods through full-time sales staffs. Improvements in mortality have also helped to offset factors tending to increase premiums.

We are deeply interested as life insurance people in mortality, because the trends to which I shall refer open new horizons for life insurance.

In 1900 the probability of widowhood of a wife age 32, husband 35, was 58 out of 100. Today, 50 years later, it is 64 out of 100, and the projection 25 years hence is 66 out of 100.

There is an extension in life expectancy, but female life expectancy is rising faster than male. Therefore a man's need to provide for his widow is obviously growing.

In 1900 the probability of male children surviving to age 20 was 76 out of 100, for females 79 out of 100.

In 1950 the probability has risen to 94 and 96 respectively. By 1975 the projection is 97 for male and 98 for female children.

Clearly a man must make greater provision for a greater percentage of surviving children.

It is estimated that in 1900 children averaged eight years of schooling. Today it is 12 years, by 1975 it may be 14 years. Again it is evident that greater provision is needed to assure a greater percentage of surviving children the increased schooling required under new social standards.

In 1900 the probability that a man age 35 would live past 65 was 58 out of 100. Today it is 68 out of 100, and in 1975 it may be 75 out of 100.

Clearly more men (and women) will live past 65 and for increasing period past 65, and obviously this demands financial preparation for retirement.

• • •

LOUIS L. LANG, president the Mutual Life Assurance Co. of Canada.

It would seem that our problems in Canada this year will be much the same as those with which we have struggled during recent years, although there will be variations in their intensity and extent. We will lose part of the export trade, which war and postwar shortages raised to abnormal heights, but we may hope to increase exports in other directions to replace in part the losses of exports to the sterling areas.

It has been obvious, in recent years especially, that our economic and material conditions and progress depend to a considerable extent on conditions in the United States, which has about eleven times the population of Canada and about twenty times its wealth. We are also North Americans, although a minority of the population of the continent, and must be influenced by environment and by the success or lack of success of our very powerful but, fortunately, very friendly neighbors. Our increasing resources of intelligence, experience and scientific and industrial research, applied to natural resources and opportunities, can create and establish great new fields for production and consumption which will replace the horrible and wasteful use of materials for war.

There is one fact which is not considered sufficiently in surveying the extraordinary volume of production, consumption and employment, and that is the increase in the consolidated national debt of Canada. In 1913, before the First World War, the national debt was $544 millions. In 1949, four years after the Second World War, the consolidated national debt is almost $17 billions. While there is no exact parallel between a nation and an individual, there must be some relation between the earnings and spending of a nation and the earnings and spending of an individual. Our national debt must be serviced and reduced gradually if Canada is to retain her credit.

Governments are receiving many requests to embark on new plans and to extend existing plans for various forms of welfare and social security, and for public works, subsidies and assistance on a great scale. The provision of public works is useful in times of unemployment and decline in demand for goods and services. Should not such programs be saved, as far as possible, for periods of lesser prosperity or severe cases of depression?

There have been growing up on this North American continent over the past ten years great numbers of young people who have never known what it is to look for work. The necessities of war and the postwar opportunities have provided positions at unprecedented wages for almost everybody . . . They do not understand that part at least of the present condition of affairs is the artificial and temporary result of war and its aftermath. All the people of Canada, young, middle-aged and old, should realize now that the results of wars are mostly evil and that the damages of all wars must be repaired. They should believe also that there is no security equal to that provided by the individual himself as a result of industry, intelligence, selfdenial and thrift. If we do not save, whence will come funds to build new factories, equip new farms, dig new mines and to begin or extend other wealth-producing enterprises? A government has no money except that which it takes from the citizens.

CERTIFICATE OF REGISTRY

Notice is hereby given that Certificate of Registry No. C 1196 has been issued to THE ORION INSURANCE COMPANY, LIMITED (London, England), authorizing it to transact in Canada the business of Fire Insurance, Accident Insurance, Automobile Insurance, Inland Transportation Insurance, Personal Property Insurance, Plate Glass Insurance, Theft Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Impact by Vehicles Insurance, Limited Hail Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance and Windstorm Insurance, Limited to the insurance of the same property as is insured under a policy of fire insurance of the company.

W. Boaden Burns, chief agent in Canada. Toronto, Ontario, December 29, 1949.

COMPANY REPORTS

GREAT-WEST LIFE ASSURANCE CO. reports a record in new business placed and in force in 1949. Business in force on Dec. 31 totaled $1,262 millions life insurance, and $241 millions deferred annuities. New business placed with the company including annuities was $228.8 millions, an increase of $30 millions.

The company's group business has been developed vigorously over the past 15 years, new group insurance in 1949 reaching $54 millions or 69% more than in the previous year. Total group business in force was doubled in four years to $268 millions, at the end of 1949.

The company's assets rose $26.3 millions to $357 millions. Mortgage investments increased to $69.5 millions from $23.3 millions four years ago and are now 19% of total assets. Gross yield on total invested assets in 1949 was 3.64% (3.59% in 1948). Total income was $62.3 millions of which $42.3 millions was from premiums. Policy payments were $24.9 millions, the total distributed since the beginning of the century being $367 millions.

	1949	1948
	000 of $	
Business in force	$1,503,853	$1,346,228
New business placed .	228,859	198,693
Total income	62,300	58,985
Premiums	42,300	39,871
Policy payments	24,907	22,851
Assets	357,621	331,236
Liabilities	340,031	315,189
Capital & surplus	17,590	16,047
Interest earned	3.64%	3.59%

NATIONAL LIFE ASSURANCE CO. closed 1949 with $118.9 millions of business in force, a gain of $3.8 millions. New insurance written in 1949 was $12.6 millions ($14.9 millions in 1948).

Cash receipts during the year were highest in the company's history, at $3.6 millions, including a net profit on the sale or redemption of securities of $44,144. Premium income was $2.7 millions and investment income $940,000. Agency expenses were $454,464 and investment expenses $102,231. Total policy payments were $1,350,700, ($1,263,666 in 1948). All sterling business has been converted to dollars at $3.08 to the pound. Net rate of interest earned on invested assets rose from 3.25% to 3.68%. Mortality experience in 1949 was more favorable than in 1948.

	1949	1948
	$	$
Insurance in force .	118,963,666	115,154,453
New insurance	12,641,350	14,998,948
Total income	3,634,235	3,532,313
Premiums	2,693,541	2,694,103
Int. divds., rents ...	896,549	779,869
Policy payments ...	1,350,700	1,263,666
Exps., taxes, etc. ...	852,116	855,907
Sh'holders divs., etc.	25,000	25,317
Sterling adjust.	......	11,302
Incr. in p'holders res.	1,254,338	1,248,971
Liabs. to pol'holders	21,854,762	20,611,975
Liabs. to sh'holders	250,000	250,000
Other liabs.	60,283	74,926
Conting. res.	475,000	475,000
Other res.	222,031	174,997
Total assets	23,167,275	21,915,128
Free surplus	205,200	328,229
Interest earned	3.68%	3.25%

Insurance Sales Set New Record

Canadians in 1949 bought more ordinary life insurance than in any previous year, total sales for the 12 months reaching $1,262 millions, almost 5% over 1948. Group insurance sales for all Canada were $189,340,000, about 30% over 1948 and industrial insurance sales $176,625,000, about 16% higher.

Total purchases of ordinary insurance in December were $111.5 millions, slightly below the total for December, 1948.

The figures are for new business exclusive of revivals, increases, etc., and are released by the Canadian Life Insurance Officers Association.

SALES OF NEW ORDINARY LIFE INSURANCE IN CANADA
Sales in December
(000's of $)

	1949	1948
British Columbia	10,245	9,979
Alberta	7,772	7,211
Saskatchewan	4,431	4,037
Manitoba	5,914	5,907
Ontario	48,443	47,278
Quebec	28,023	31,410
New Brunswick	2,073	2,470
Nova Scotia	3,613	3,614
Prince Edward Is.	412	611
Newfoundland	624	750
Total	111,550	113,317

Staff Changes

Chartered banks announce the following staff changes:

Canadian Bank of Commerce:

W. M. HUBBS, accountant, Rideau St., Ottawa, to be manager, new branch, Eastview, Ont.

G. W. RALPH, accountant, Pickering, Ont., to be manager, Flesherton, Ont.

R. E. DAW, accountant, Dawson Creek, B.C., to be manager, Hardisty, Alta.

J. A. WILSON, manager, Selkirk, Ont., to be manager, Palmerston, Ont.

M. E. WAGAR, accountant, New Toronto, Ont., to be manager, Selkirk, Ont.

G. E. DICKSON, accountant at Claresholm, Alta., to be manager, Willingdon, Alta.

• • •

Toronto:

F. O. JOHNSTON, formerly manager, Wyoming, Ont., to be manager, Petrolia, Ont., succeeding T. R. MENZIES, who retires.

R. F. CHAMPION, formerly at head office inspection department, appointed manager, Queen and Parliament Sts., Toronto.

N. C. DURNIN, formerly accountant, Dundas and Keele Sts., to be manager, Eglinton & Winona Ave., Toronto.

J. I. ARTHUR, formerly accountant, Yonge & Bedford Park, Toronto, to be accountant, Dundas and Keele Sts., Toronto.

J. G. THOMPSON, formerly assistant accountant, Yonge & Bedford Park Br., Toronto, to be accountant, that branch.

P. J. HAWKINS, formerly assistant accountant, Board of Trade, Montreal, to be accountant, St. Lambert, Que.

R. E. REEVE, formerly accountant, St. Lambert, Que., to be asst. accountant, Board of Trade, Montreal.

C. D. BROWN, formerly assistant accountant, at Mt. Pleasant and Belsize, Toronto, to be accountant, Oil Springs, Ont.

E. R. LOAN, formerly accountant, Thornbury, Ont., to be assistant accountant, Eglinton and Bathurst, Toronto.

P. ROWE, formerly accountant, Elmvale, Ont., to be accountant, Thornbury, Ont.

J. R. PATERSON, formerly assistant accountant, Meaford, Ont., to be accountant, Elmvale, Ont.

• • •

Montreal:

M. CURRIE, assistant manager, Simcoe, Ont., to be inspector, with headquarters at head office.

G. J. M. GALE, of West End branch, Montreal, to be an assistant secretary, head office.

K. L. FOTHERGILL, of head office, to be an assistant secretary, head office.

F. J. EDWARDS, assistant inspector, head office, to be an inspector with headquarters at head office.

R. H. E. PAINTER, assistant inspector at head office, to be an inspector with headquarters at head office.

K. R. McNAUGHTON, assistant inspector, head office, to be an inspector with headquarters at head office.

P. B. REID, of head office, to be assistant inspector with headquarters at head office.

A. S. C. BLACK, assistant inspector of superintendent's department, Vancouver, to be inspector, with headquarters in that department.

J. G. LEWE, manager, Eglinton Ave. and Hilltop Road, Toronto, to be manager, Dupont St. and Symington Ave., Toronto.

F. VANSICKLE, of the assistant general manager's department, Toronto, to be manager, at Eglinton and Hilltop Road, Toronto.

• • •

Royal:

R. F. TAYLOR, manager, Geraldton, Ont., to be manager, Midland, Ont.

A. J. TERRY, manager, Ituna, Sask., to be manager, Meadow Lake, Sask.

W. R. HARVEY, accountant, Coxwell and Gerrard, Toronto, to be manager, Eglinton and Dufferin, Toronto.

C. H. MacLELLAN, New Glasgow, N.S., to be manager, Mulgrave, N.S.

P. BEDENHAM, accountant, Aylmer, Ont., to be manager, Grand Valley, Ont.

J. B. HAWKEN, manager, Midland, Ont., to be manager, Port Hope, Ont.

J. M. TEY, supervisor's department, Havana, Cuba, to be assistant manager, Lonja del Comercio, Havana.

D. H. REED, Fairview, Vancouver, to be accountant, Georgia and Denman, Vancouver.

L. G. VOISIN, North Bay, to be accountant, Kirkland Lake, Ont.

Insurance Company of North America

NOTICE is hereby given that the Insurance Company of North America has received Certificate of Registry No. C1202 authorizing it to transact in Canada business of Live Stock Insurance, in addition to the classes for which it is already registered.

H. C. MILLS,
Chief Agent for Canada.

Hardware Retailers Start Group Ins. Plan

Ontario Retail Hardware Association is making a group insurance plan available to its members, and will give owners and employees and dependents of both in hardware stores, the same type of protection available in some department and chain stores.

The plan, available to the association's 1,350 members, includes accident and sickness weekly benefits, hospitalization and surgical insurance. Life insurance is provided for members and employees. The association plan also provides that representatives of the insuring company (Federated Mutual) will act as field representatives for the association in non-insurance matters. (The plan is also underwritten by the Great-West Life Assurance Co.). Dependents of members and employees eligible are the spouse and unmarried children between 14 days and 19 years old.

Hospital allowance of $6 a day, extra service to $150, surgery to $200 and maternity benefits and outpatient service are among the coverages.

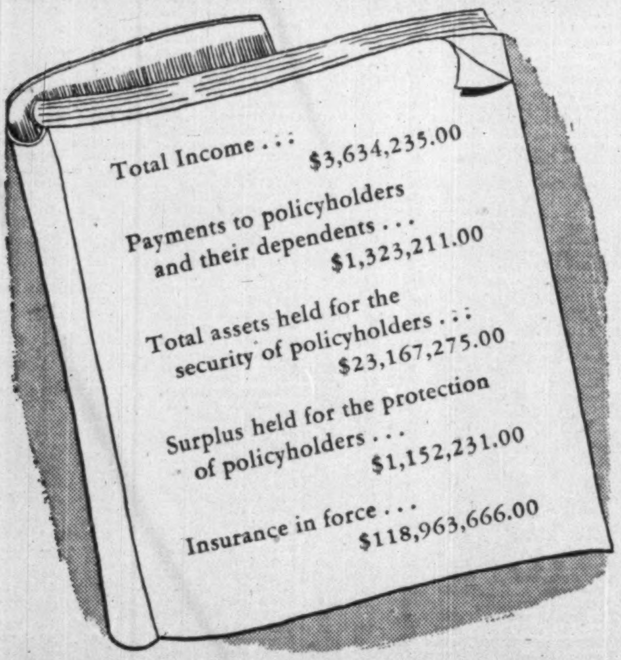
Rodney Hull
LOW COST
LIFE INSURANCE
THE MUTUAL LIFE OF CANADA
EL. 8371

HARRY PRICE
INSURANCE
AGENCIES LIMITED
TORONTO • WINNIPEG
15 King W. AD. 5064 Paris Bldg. 925-531

FIDELITY
Insurance
Company of Canada
Consult your agent or broker as you would your doctor or lawyer
TORONTO

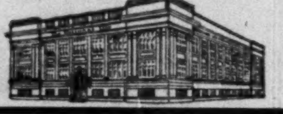
SECURITY — EXPERIENCE
ECONOMY
An office, experienced in all classes of INSURANCE, is available for consultation on YOUR INSURANCE problems.
INSURANCE BROKERS
MITCHELL & RYERSON
90 Adelaide St. East TORONTO 1

OUR 51st ANNUAL REPORT RECORDS A SUCCESSFUL YEAR



Total Income . . . $3,634,235.00
Payments to policyholders and their dependents . . . $1,323,211.00
Total assets held for the security of policyholders . . . $23,167,275.00
Surplus held for the protection of policyholders . . . $1,152,231.00
Insurance in force . . . $118,963,666.00

The National Life
Assurance Company
of Canada



Home Office
Toronto
Established
1897

YOUR ASSURANCE OF WORLDWIDE COVERAGE
Two-bucket protection . . . today?

WHEN TORONTO was still called York, and fire-fighting methods were in their infancy, the law required that two leather buckets be kept ready for use outside each building.

Today, a fire-fighting service that relied on such outdated methods would be inadequate. Similarly, if your fire insurance covers only the original building construction cost—it is, in effect, only "two-bucket protection". Replacement costs are up. Your fire coverage should be sufficient to meet any possible loss.

Consult your agent about the renewal or revision of your fire insurance coverage through the facilities of the BRITISH AMERICA ASSURANCE COMPANY. Incorporated in 1833, the BRITISH AMERICA ASSURANCE COMPANY contributed one of the first hand-pumpers to supplement the two-bucket safeguard. Its branches and agents throughout the World are at your service at any time.

BRITISH AMERICA
ASSURANCE COMPANY
HEAD OFFICE — TORONTO
FIRE • MARINE • AUTOMOBILE • CASUALTY • AVIATION

The Wawanesa
Mutual Insurance Company
ORGANIZED IN 1896
Admitted Assets . $9,273,712.41
Surplus 3,596,934.20
Dom. Govt. Deposit 2,447,256.33
Write for Financial Statement
Head Office WAWANESA Man.
Eastern Office TORONTO Ont.
Branches at Vancouver, Saskatoon Winnipeg and Montreal

IF
If you enjoy the unique experience of having your insurance problems intelligently solved —receiving trained Fire Prevention Engineering Service—having your insurance contracts prepared for YOU to "measure"— an intelligent supervision of claims,
THEN you are receiving the service our clients receive.
"Brokers exclusively for the Assured"
IRISH & MAULSON
LIMITED
Insurance Brokers, Fire and Accident Prevention Inspection Service since 1904
220 Bay St., TORONTO, Ont. ELgin 6401
606 Cathcart St., MONTREAL, Que. PLateau 8595

Automobile and General Casualty Insurance
Lumbermens
MUTUAL CASUALTY COMPANY
Agency Inquiries Invited
Fire and Allied Lines Written in Associated Companies
"THE SAFETY-MINDED COMPANY"
B. C. DAHLMANN, Res. Vice-Pres., Concourse Bldg., Toronto, Elgin 3353

IT TOOK 58 YEARS TO WRITE THIS STORY

This is a story of achievement and service . . . and 1949 is the greatest chapter in the unfolding history of The Great-West Life.

Fifty-eight years of exceptional growth and progress are reflected in the Annual Statement for 1949. The Company now provides protection totalling $1,500,000,000 for 425,000 policyholders in Canada and the United States. The carefully invested assets, held to meet its policyholder obligations, have now grown to $357,000,000.

During 1949, $50 millions were paid or credited to living policyholders and beneficiaries. The Great-West Life agency organization, in the same period, arranged 50,000 new policies amounting to $228 millions. The story, in full, is told in the fifty-eighth Annual Statement, now available on request.

The two thousand men and women of The Great-West Life take pride in this record of faithful stewardship and expanding service.

NEW BUSINESS
1949 .... $228,000,000
1948 198,000,000
ASSETS
1949 .... $357,000,000
1948 331,000,000
BUSINESS IN FORCE
1949 .... $1,503,000,000
1948 1,346,000,000
OBLIGATIONS
1949 .... $340,000,000
1948 315,000,000

The Annual Statement is available by writing to the Branch Office address shown below.
The GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE—WINNIPEG, CANADA
YOUR FUTURE IS OUR BUSINESS TODAY

THE WEEK'S QUOTATIONS

Montreal and Toronto Winnipeg, Calgary and Vancouver

Quotations here listed are the official stock exchange prices for listed stocks including curb market quotations. For unlisted stocks, quotations by unlisted dealers are given. The Financial Post cannot accept any responsibility for these quotations.

WEEK ENDING FEBRUARY 3

Range 1949-50 High	Low	Div. R'te $	Feb. 3 Y'ld %	Company	Sales	Last Jan. 27	Week end. Feb. 3 H	L	Cl'se
23¾	9¾	■1.00+†.50		Abitibi	7576	21¾	22½	21½	22½
23¾	16	1.50	6.6	Do. $1.50 pf.	22685	22¾	23	22¾	23
25	19¾	1.00+■1.15		Acadia At A	630	24½	24¾	24½	24¾
104	98¾	5.00	4.9	Do. 5% pf.	70	102½	103¾	103½	103¾
9½	7½	.60	6.8	Agnew Surp.	435	9	9	8¾	8¾
15	12¾			Algoma Steel	3705	14½	14¾	14	14¾
27	25	1.00	3.9	Alum of Can p	105	26½	26¾	26	26
61¾	40¾	2.40	4.4	Aluminium, n.	3475	55¾	56	54½	55½
9	6½			Amal. Electric	25	9	8½	8½	8½
7½	4½	■▲.40		Andian Nat.	40	5½	5½	5½	5½
48½	42½	2.25	3.3	Ang Can Tel p	40	45¾	45¾	45¾	45¾
18	14	■1.00		Ang. Nfld.	600	15½	15½	14½	14½
8	5½	.60	7.7	Argus	1225	7¾	7¾	7½	7¾
78	60	4.50	6.0	Do. 4½% pf.	163	76¾	75	74	75
.25	.05			Do. Warr.	150	.10	.16	.16	.16
26½	20	1.20+■.40		Asbestos	1101	25½	26	25½	26
14½	10¾	.60	4.1	Ashdown Hdwe	360	14	14½	14½	14½
12¾	6½	■.75		Atlas Steels	3470	7¾	8¾	7¾	8½
10	5¾	.60+■.24		Auto Fabric A	10	7½	7½	7½	7½
5¾	3½	.40	10.0	Do. (B)	50	4	4	4	4
21	19¾	.80	4.0	Bk. Can. Nat.	1640	20	20½	20½	20½
28¾	25	1.00	3.7	Bk. Montreal	3935	27½	27¾	27½	27¾
40½	34	1.40	3.5	Bk. N. Scotia	2525	39¾	40½	39¾	40½
40	35	1.40	3.5	Bk. Toronto	685	39¾	40	39¾	40
26½	7½	2.00+†.50		Bathurst Pr A	699	25½	25¾	24¾	25
7½	3	†.50		Do. (B)	350	7	7	6½	7
14½	12	1.00	8.0	Beatty Bros.	540	13	13	12½	12½
19½	17½	1.00	5.3	Beaver Lum A	390	18¾	19	19	19

Range 1949-50 High	Low	Div. R'te $	Feb. 3 Y'ld %	Company	Sales	Last Jan. 27	Week end. Feb. 3 H	L	Cl'se
28½	17½	2.00	7.9	Fraser Cos.	1728	25½	25½	25	25½
99½	96½	4.75	4.8	Do. pref.	195	98¾	98½	98	98½
95	86	4.50	5.2	Freiman, pref.	5	91	87	87	87
92¾	85	4.00	4.4	Gair of Can.	50	92½	91¾	91½	91¾
19	15	1.20	6.7	Gatineau Pwr.	1515	18	18	17¾	18
107	100½	5.00	4.7	Do. pref.	63	106	107	105	107
110¾	108½	5.50	5.0	Do. 5½%	160	110½	110½	110	110½

Range 1949-50 High	Low	Div. R'te $	Feb. 3 Y'ld %	Company	Sales	Last Jan. 27	Week end. Feb. 3 H	L	Cl'se
2.75	1.55			Gen. Bakeries	750	2.37½	2.75	2.37½	2.50
33	16½	1.00	3.3	Gen. Prod. A	36	30	30	30	30
18¾	13	†.25		Gen. St. Wares	926	17½	18	17½	18
106	99½	5.00	4.8	Do. pref.	30	105½	105½	105½	105½
103	80	■6.00		Goodyear Tires	45	91	91½	90	91½
53½	50½	2.00	3.8	Do. pref.	170	52½	53	52½	52½
10¾	9½	.50	4.9	Gor MacKay A	245	10¾	10½	10½	10½
20	17½	1.00	5.3	Grafton A	25	19½	19	19	19
16	9½	1.15	8.0	Gt. Lakes Pap.	1690	14¾	14¾	14½	14¾
42½	34	2.50	6.0	Do. A pref.	315	41¾	42½	42	42
26	15½	1.25	4.8	Gt. West Coal	1895	22½	26	22½	26
7	6	†.30		Gt. West Felt	50	6½	6	6	6
5	3¾	.20+■.05		Greening Wire	5	4½	4½	4½	4½
19½	14	1.40	7.5	Gypsum, Lime	2005	18½	19	18½	18¾
24	10	.60+†.20		Hahn Brass	2433	17½	24	18	24
27	20	1.00+†.20		Do. pref.	965	23	27	25½	27
13	8	■.10		Halifax Insur.	345	12	12½	12	12½
13½	7	.50+■.25		Ham. Bridge	2250	12¾	13	12¾	12¾
14½	12½	†.25		Ham. Cot.	230	13½	13¾	13½	13½
12	9	.80+■.10		Harding Carpet	265	10½	11	10½	10½
33	20	■1.00		Hayes Steel	85	27¾	28	27¾	27¾
19½	14	1.00	5.6	Hinde & Dauch	665	16½	18	16½	18
38	27	2.00	5.5	H. Smith Paper	915	35	36½	34¾	36½
49	42	2.00	4.1	Do. pref.	190	49	49	48¾	48¾
32½	27½	1.20	3.8	Imperial Bk.	900	32	32	31½	32
24	16½	.50	2.3	Imperial Oil	13986	22	22½	21¾	22½
15	13½	.50+■.20		Imperial Tob.	2265	14½	14¾	14½	14½
27	24½	1.00	3.9	Do. 4% pref.	780	26½	26	25½	25½
7½	6½	6%	4.0	Do. 6% pref.	350	7½	7½	7½	7½

Range 1949-50 High	Low	Div. R'te $	Feb. 3 Y'ld %	Company	Sales	Last Jan. 27	Week end. Feb. 3 H	L	Cl'se
				Walker-Good.	6388	37½	37½	37	37½
11½	5½	†.10		Waterous Ltd.	100	5½	5½	5½	5½
51¾	35½	2.00+†.75		Westeel	66	50	50½	50	50½
1.50	.70			West Grain	5	1.00	1.00	1.00	1.00
31	22			West Grocers	169	30	31	30½	31
32½	29	1.40	4.3	Do. pref.	25	32	32½	32½	32½
9.00	8.50	.50	5.9	Westmin'r p A	30	8.50	8.50	8.50	8.60
26¾	20½	1.00	4.0	Weston George	320	25	25	24½	24¾

Range 1949-50 High	Low	Div. R'te $	Feb. 3 Y'ld %	Company	Sales	Last Jan. 27	Week end. Feb. 3 H	L	Cl'se
101½	90½	4.50	4.5	Do. 4½% pf.	35	101	101½	101	101
19½	17½	1.00	5.6	Wilsils	190	18	18½	18	18
17	12			Windsor Hotel	13	15½	15¾	15½	15¾
38	27	■1.40		Winnipeg Elec.	2527	33¾	34½	33¾	34
101	97	5.00	5.0	Do. pref.	115	99¾	100	99¾	100
7½	6½	.40	6.3	York Knit. A	10	6½	6¾	6¾	6¾
3½	1¾			Do. (B)	20	2½	2½	2½	2½
56½	39	2.00+†.50		Zellers	260	52½	56½	53	56½

*On arrears. ▲N. Y. funds. ▲▲Participating div. 'Net after income taxes. •Dividend deferred. ♦After stock split. ■Paid in 1949. ♦Plus extras. ‡Plus payments on arrears. †Paid or payable in 1950.

Mining Stocks

Week Ended February 3

Range 1949-50 High	Low	Div. Rate $	Feb. 3 Yield %	Company	Sales	Last Jan. 27	Week Ending Feb. 3 High	Low	Close
.61	.48	.....	....	Acadia Uran	1,625	.50	.55	.52½	.52½
.65	.25	.....	....	Amer. Neph.	1,000	.55	.60	.59	.59
.20	.07½	.....	....	Amer. Y.K.	8,500	.08	.08½	.08	.08
.68	.16	.....	....	Anacon L'd	178,600	.60	.68	.60	.66
.12	.03	.....	....	McLellan C	46,500	.05½	.05½	.05	.05½
.21½	.08	.....	....	McMarmac	3,000	.09	.09½	.08	.08
.12	.08	.....	....	McWat's	3,600	.08	.09½	.08½	.09½
2.25	.90	.....	....	Men. Exp.	100	1.50	1.50	1.50	1.50
13.87½	8.35	*.30	....	Mining C.	13,052	12.87½	13.50	12.75	13.00
.60	.33½	.....	....	Moneta	2,700	.33½	.35	.34	.34
.36	.08	.....	....	Mosh. L L	107,250	.27½	.36	.25	.35
1.17	.60	.....	....	Nechi Cons	100	.65	.65	.65	.65

Oil Stocks

Range 1949-50 High	Low	Div. Rate $	Feb. 3 Yield %	Company	Sales	Last Jan. 27	Week Ending Feb. 3 High	Low	Close
.38	.15	.....	....	Spooner	275	.17	.17½	.15	.15
.20½	.12	§.01½	....	Sunset	2,150	.19½	.19½	.18½	.19½
.53	.29	.....	....	Superior	30,700	.45½	.46	.44	.44
.51	.29	.....	....	Tower Pet.	121,350	.41	.46	.40	.45
.35	.08	.....	....	Turner V.	600	.16	.16	.12	.16
.28	.08	.....	....	United Oils	61,705	.26	.25½	.23	.25
.30	.18	.....	....	Vanalta	3,000	.23	.27	.21	.27
.32	.15	.....	....	Vulcan	5,215	.32	.30	.23	.25
.12½	.06	.....	....	York Oils	200	.08	.07½	.07½	.07½

* N. Y. funds. s Extra. ▼ Paid or payable in 1949.
§ Paid in 1948. ‡ Capital Distribution. † Payable in 1950

Volume of Stock Sales

	Montreal	Toronto	Calgary	Vancouver	New York
Feb. 6	196,000	1,121,000	140,860	104,684	1,820,000
Feb. 4	113,300	690,000	63,255	33,820	910,000
Feb. 3	313,700	1,115,000	169,774	110,945	2,690,000
Feb. 2	217,700	1,105,000	98,389	85,356	2,400,000
Feb. 1	127,600	1,325,000	125,329	89,947	2,110,000
Jan. 31	149,100	740,000	89,833	92,599	2,000,000

STOCKS NOT TRADED THIS WEEK

	Div. Rate $	Last sale	Feb. 3 Bid	Ask
Acme Glove	■.50	8	7¾	8¼
Assoc. T. & T. A.	..	40	..	..
Do. pref.	■▲5.16	112	125	..
Ault & Wiborg pf.	5.50	103½	103	105
Auto Electric	..	5½	4½	7½
Do. A	.50	7¾	7¼	8¾
Barcelona	..	3.00	1.25	3.00
Bates & Innes	1.00	14	14	16
Beaver Lumb.	1.00+†.50	31	31	..
Do. pref.	1.40	27¾	28	..
Beld. Cort.	6.00+†1.00	165	165	..
Bertram & Sons A	1.00	18½	..	18
Do. B	.20+†.05	6	5½	9
Biltmore Hats A	1.60	15½	16	16½
Blue Ribbon pref.	..	50	50	52
Blue Top Br. B	■14.00	25	20	30
Bowes Co. A	.50	10	9¾	..
Do. B	†.50	26½	30½	..
Brand. Hender	..	9¼	8	10
Brazilian Tr. pref.	6.00	125	125	135
Bright, T. G.	1.00	21	15	21
Burnett Ltd.	..	1.60	1.55	1.90
Caldwell Linen	.80+†.20	14	13	15
Do. 1st pref.	1.50	32	31	31½
Do. 2nd pref.	.80+■.20	16¾	16¾	17
Can. Cr. Stone	.60+†.20	13½	13½	..
Can. Flooring B	.60	12	11	13
Can. Forg. A	1.50	27	26	29
Can. Iron	.80	21	19½	24¾
Do. pref.	.60	13¾	14½	..
Can. Machine	.50	7	6½	7
Can. Safeway pf.	4.50	100	98½	100
Can. Starch pref.	7.00	97½	10½	11
C. Varnish 5% pf.	1.25	21	20	23
Can. Wire Cable B	■2.00	32	31½	32
Can. Bronze pref.	5.00	102½	100	105½
Can. Cottons pref.	1.20	28	..	..
Can. Fairb. pref	6.00	133	133	..
Can. Fire	.80	20	20	21
Can. Food Pr. pf.	4.50	68	69	74
Can. G. Elec.	8.00+■4.00	250	250	..
Can. G. Sec. A	†3.00	50	39	..
Do. B	†3.00	20	39	..
Can. Ice Mach.	..	5	2¾	4½
Do. A	.80	12	7½	13½
Can. Ind. Alco. B	■.75	8¾	8¾	9½
Can. Indust. pref.	7.00	176	176	..
Can. Int. I. Tr. pf.	‡5.00	100	101	..
Can. Oil 5% pref.	5.00	103	103½	103¾
Do. 8% pref.	8.00	151	148	151
Do. 4% pref.	4.00	83	86	..
Can. Utilities	5.00	101	102	..
Can. Wallpaper A	■1.00	13	12¾	16
Do. B	■1.00	12¾	12¾	16
Cent. Can. Loan	8.00	202	201	[illegible]
Cent. Nor. Air. A	■.25	5.00	..	6.00
Do. B	..	2.00	..	2.00
Chart. Trust	1.00	29	28½	..
Cinzano A	4½d	.35	.40	.75
Do. 5½% pref.	5½%	2½	..	..
Circle Bar Knit.	..	9	7½	8
Cochrane-Dun. A	.80	14½	14½	14½
Do. pref.	1.20	25	24	25
Coll. Terminal	.25+†.25	8½	8½	..
Do. pref.	.25+†.25	9	8½	..
Comm. Alco. pref.	..	4.50	4.25	4.62½
Cons. Div. Sec. A	.30	.40	.50	1.00
Do. pref.	1.00	15	14¾	..
Cons. Fire Co.	..	5	6	..
Cons. Litho.	2.00	24½	24½	27
Craig Bit. pref.	.50	9½	9½	..
Crain R. L.	.40	7½	7½	..
Cres. Cream pref.	5.00	80	60	..
Crown Trust	5.00	116½	115½	120
De Havilland A	■1.00	16	17	20
Dom. Ang. I.	■5.00+5.50	109½	120	..
Do. pref.	5.00	97¾	97½	102
Dom. Electro.	..	3½	2½	4½
Dom. Fire	6.00	100	147	..
Dom. Glass pref.	1.40	35	35	36¾
Dom. Malting	1.00	20	20	..
Do. pref.	5.00	103	101½	105
Dom. Scot. Inv. pf	‡2.50	44½	44½	46
Dom. Square	†1.00	70	..	72
Dom. Textile pref.	7.00	173	173	..
Donnacona P. pf	4.50	93½	93½	95
Donnell & Mudge A	1.00	9	9	10
Dryden Paper	1.20	16½	..	24
East Koot. Pr.	..	1.90	2.00	2.00
East. Theat.	†3.00	25	22½	..
Empire Brass	1.00	21	20¾	21
Enam. & Heat.	1.00	17½	18	..
Esmond Mills	1.00	15¾	15¾	..
Federal Fire	2.00+■.25	50	49	..
Federal Grain pf.	‡6.50	120	121	123
Fibre Products	.80	8½	8	8¾
Do. pref.	.50	9	8¾	9¾
Fisher A	..	11	11	..
Do. B	..	5	5	..
Fittings	..	7¾	12½	12¾
Flash Fast.	..	1.50	1.00	2.00
Do. pref.	1.00	14¾	13	14
Fleury Bissell	..	1.25	1.05	1.25
Do. pref.	..	9	8½	14¾
For. Pr. Secs.	..	.10	.10	.20
Do. pref.	..	5	5	6½
Freiman	.50+■.25	9	9	..
Gen. Products B	1.00	17½	30	..
Do. pref.	5.00	100	100	..
Gord. Belyea	2.50	57	54½	..
Gord. Mackay B	1.00	17½	17	18
Gould Pumps	1.00	65½	..	..
Grand & Toy	.60	16½	16	..
Gt. West Felt pf.	.50	6	6	8
Great West Life	20.00	465	460	470
Gt. West Saddlery	..	10½	10½	11
Growers Wine	..	1.80	..	..
Guaranty Trust	..	13¾	13½	13¾
Hartz, J. F. A	.50	9½	9½	10¾
Hendershot Pap.	1.00	10	10	12
Do. pref.	5.00	75	65	80
Hillcrest Coll.	..	.20	.05	.30
Holden Mfg. A	.60	8¾	7	12½
Do. B	■.20	4¾	4½	5½
Holt Renfrew	..	25	..	..
Do. pref.	..	105	..	..
Horner, F. W. pf.	.80	8	8	8½
Ho. De LaSalle	..	14	14	..
Hubbard Felt	■.25	4	..	5
Do. A pref.	1.50	15	20	..
Humberstone S.	■1.50	25½	22	25
Hunts A	†.10	8½	8½	8½
Do. B	†.10	9	7½	9
Huron & E. Mt.	5%	121	121	125
Do. 20% pref.	5%	24	22	..
Hydro-Electric	■.20	3½	3¾	3¾
Imp. Varnish	1.00+■.10	16½	15½	17
Do. pref.	1.50	31¾	30¾	..
Inter-City Bak.	.80+†.10	14	13	13½
Inter Bronze	..	4½	4½	6
Int. Coal & Co.	.03	.25	.22	.25
Int. Mill. pref.	▲4.00	101	101	104
Int. Paints	..	5½	5½	8½
Do. pref.	1.20	22	..	..
Invest. Found.	■.70	11	11	12
Journal Pub. Ot.	.80	14	..	15½
Lake of the Woods pref.	7.00	152	150	..
Langleys	..	1.40	1.00	1.40
Lawson & Jones A	1.00	19½	18¾	19
Do. B	..	10½	10½	10½
Levy Bros.	..	4¾	5	..
Lindsay, C. W.	..	15	10	15

BUSINESS BAROMETER

	JAN.	DEC.	NOV.	OCT.	Year Ago
GOVERNMENT FINANCE (millions of $)					
Dom. total expend.	....	200.3	200.0	175.6	170.2
Dom. total rev.	....	199.6	194.6	201.7	220.2
MERCHANDISING					
■Dept. store sales (3)	+7	+5	+3	+1	....
Country store sales (3)	....	....	—4.1	—2.1	....
Retail store sales (3)	....	....	+6.1	+2.2	....
Wholesale sales index (1)	....	....	306.7	314.8	313.6
FINANCE					
Dividend payment index (1) (5)	213.8	217.8	215.4	215.2	215.9
Money supply (millions $)	....	....	4,376	4,377	4,327
NEWSPRINT CAPACITY					
Production ratio (7)	....	98.4	101.2	100.9	104.7
RAILWAY FREIGHT LOADINGS					
Tons (D.B.S.) (1)	....	182.8	157.1	149.9	211.0
Cars (D.B.S.) (1)	....	158.3	151.2	140.3	166.3
COST OF LIVING					
■D.B.S. (1)	161.0	161.5	161.7	162.2	159.6
EMPLOYMENT INDEX					
All industries (6)	....	....	201.9	202.0	203.8
Payrolls (June 1/41=100) (2)	....	....	224.0	223.1	216.9
MANUFACTURING					
Inventories (1947=100)	....	....	125.3	126.2	128.0
Employment (6)	....	....	206.5	208.5	208.3

	1949-50	1948-49	1949-50 Jan. 1 to date	1948-49 Jan. 1 to date	% Change
RAILWAYS—(000's omitted)					
■Carloadings (week Jan. 28)	64.0	72.2	248.2	287.9	—13.6
C.N.R. gross rev. (Dec.)	45,270	43,020	500,723	491,270	+10.8
C.N.R. net rev. (Dec.)	5,277	6,203	22,222	26,530	—16.2
■C.P.R. gross rev. (Dec.)	30,116	31,077	363,252	355,250	+2.3
■C.P.R. net rev. (Dec.)	3,116	1,883	20,632	18,419	+11.5
IRON AND STEEL PRODUCTION (000's omitted) (Nov.)					
Pig iron production (tons)	157	167	1,982	1,947	+1.8
Steel production (tons)	260	273	2,923	2,921	+0.1
CONSTRUCTION (000's omitted)					
Contracts awarded (Dec.)	121,523	55,992	1,140	954,082	+19.5
Cement prod., bbls. (Nov.)	1,374	1,256	14,820	12,954	+14.4
AGRICULTURE (000's omitted)					
Flour prod., bbls. (Dec.)	1,628	1,721	19,957	22,385	—10.9
Flour exp., bbls. (Dec.)	753	1,028	9,698	12,378	—21.7
Wheat exp., bush. (Dec.)	17,614	13,580	210,384	135,641	+55.1
Cattle sales (Dec.) (4)	164.0	146.5	1,829.9	1,895.3	—3.4
Hog sales (Dec.)	624.8	445.1	4,429.3	4,767.9	—7.1
SEA FISHERIES (000,000's omitted)					
Catch, lb. (Dec.)	69.0	89.4	1,176.8	1,277.4	—7.9
Landed value (Dec.)	3.2	3.2	53.7	60.0	—10.5
NEWSPRINT (000's omitted)					
Production (Dec.) (7)	415	426	5,176	4,983	+3.9
Exports, tons (Dec.) (7)	435	370	4,380	4,128	+6.1
MINING AND OILS (000's omitted)					
■Coal prod. (tons) (Dec.)	2,088	1,893	17,271	16,610	+3.9
Gold prod. (fine oz.) (Oct.)	366	307	3,378	2,891	+16.5
Petroleum prod. (bbl.) (Sept.)	2,170	1,101	15,729	8,650	+8.2
ELECTRICAL POWER OUTPUT (000,000 omitted) (Nov.)					
Total monthly kwh	3,914	3,634	42,633	40,874	+4.3
FOREIGN TRADE (millions of $)					
Imports (Nov.)	239.6	238.2	2,547.8	2,405.0	+5.9
Exports (Dec.)	285.5	316.4	2,993.0	3,075.4	—2.7
FINANCE (millions of $)					
Bank debits (Dec.) (8)	8,396	7,800	87,554	80,687	+8.5
■Bond sales (Dec.)	499.8	103.9	4,659.9	4,832.2	—3.6
■Life insurance sales (Nov.)	125.5	120.4	1,151.0	1,094.5	+5.2
OTHER INDUSTRIAL FACTORS					
Shoe prod. (Nov.)	3,076	3,009	33,745	29,623	+14.0
Cigarette cons. (000,000) (Nov.)	1,539	1,479	20,872	19,328	+7.9

(1) Base period 1935-39=100.
(2) All industries.
(3) % change from year ago, latest week or monthly average.
(4) Total at yards and plants.
(5) Nesbitt Thomson, ec.
(6) Base period 1926=100.
(7) Includes Newfoundland.
(8) Includes debits in St. John's, Nfld., since April only.

Unlisted Stocks

(Compiled from quotations by Intercity Securities Ltd., Toronto and Kippen & Co., Montreal)

Feb. 6, 1950

	Bid	Ask
Allens Toronto units	42.00	....
Anglo-Can. Telephone A	10.50	11.25
Ash Temple Co.	4.25	5.25
Ashdown Hdwre B	13.75	....
Beauharnois L. H. & Pr.	20.00	21.00
Beauharnois Power	6.00	8.50
British Mtge. & Trust	194.00	....
B. C. Sugar	90.00	92.00
Can. General Invest.	17.65	18.00
Candn. Gen. Sec. C	7.00	....
Can. Investment Fund	5.00	5.40
Can. Investors Corp.	10.00	....
Can. Motor Lamp	12.25	13.75
Can. Silk Products A	23.00	24.00
Can. West. Nat. Gas com.	60.00	....
Do. pfd.	18.50	19.75
Capital Wire Cloth com.	14.25	....
Chase, A. W. units	53.00	56.00
Colonial Steamships com.	130.00	140.00
Commercial Finance com.	17.00	....
Commercial Life 10% paid	10.75	....
Continental Life 20% paid	45.00	....
Cooksville A	11.25	12.50
Do. B	6.50	6.75
Corporate Investors	8.79	9.50
Cuban Can. Sugar com.	5.00	6.00
Detroit Intl. Bridge	16.50	17.50
Dover Industries Ltd.	9.00	9.75
Dunlop Tire pfd	25.00	28.00
Dupuis Freres pfd.	25.00	....
Empire Life Ins. 25% paid	17.00	19.00
Foreign Power Co.	6.00	8.00
Galt Brass com.	31.00	....
Goderich Elevator & Trans.	15.50	16.50
Granite Club	13.50	....
Great West Life	455.00	470.00
Guardian Realty pfd.	54.00	....
Guaranty Co. of N. Amer.	385.00	415.00
Hart Battery com.	8.25	9.50
Husky Oil & Ref.	4.25	5.00
Imperial Life	340.00	360.00
Lambton Loan & Inv. $50 p.	83.00	....
Laprairie com.	2.00	4.00
Do. pfd.	96.00	....
Loblaw Groc. Inc.	22.25	23.00
Manufacturers Life Ins.	340.00	365.00
Medical Arts Bldg.	34.00	40.00
Mon. Life Assoc. 40% paid	134.00	140.00
Mountainview Apts. pfd.	26.00	....
Nat. Drug & Chem. com. N.	8.50	9.25
Do. pfd.	11.00	13.00
New Brunswick Tele.	11.00	12.50
Northern Tel. com.	....	1.75
Ont. Jockey Club	1,400.00	1,600.00
Ont. & Que. Ry. 5% cap stk	141.00	....
Peller Brewing com.	2.10	2.60
Do. pfd.	15.50	....
Prudential Trust	11.00	....
Ritchie Cut Stone pfd.	8.25	9.00
Rosedale Golf	135.00	....
Sawyer Massey com.	2.75	3.75
Seiberling Rubber com.	5.00	6.00
Sincennes McNaught. Tugs	2.00	3.00
Sherbrooke Trust	140.00	....
Sovereign Life 25% paid	49.00	....
Standard Fuel pfd. 4½	35.50	37.50
Do. com.	3.00	5.00
Sun Life Assce.	520.00	535.00
Third Can. Gen. Inv.	4.15	4.45
Toronto General Ins.	6.00	8.00
United Farmers Co-op.	2.00	3.50
United Steel A pfd.	24.00	25.00
Victoria Trust & Svgs.	139.00	....
Waterloo Manuf. com.	5.50	6.75
Waterloo Trust & Savings	124.00	127.00
Western Assurance com.	72.00	....
York Trading com.	10.50	12.00

Stocks Not Traded This Week (Continued)

	Div. Rate $	Last sale	Feb. 3 Bid	Ask
Do. pref.	■4.00	115	110	..
Loew's Theatres	4.00	70	72½	..
London Can. Inv.	■6.50	70	80	..
London Hose. A	.80	9½	9	9¾
Mackin Steel	..	9	8	..
Do. pref.	5.00	90	90	..
Man. Sugar pref.	6.00	103	103	..
Maritime Tele. pf.	.70	18¾	18¾	..
McCabe Grain A	.60	8½	8¾	9¾
Do. B	.40	7	7½	10
Melchers	..	5	4	5
Mersey Paper	2.00	53	50	..
Mexican Lt. pref.	..	5	..	..
Mitchell, J. S.	4.00+■.25	100	100	..
Mod. Contain. A	1.00	17½	16½	17
Mon. Life 40% pd.	..	136	133½	145
Monarch Mtge.	■1.00	9½	9½	11
Mont. Is. Pr.	..	.20	..	..
Mont. Refrig. & S.	■.75	35	35	37
Moore Corp. pf. A	▲7.00	292	300	..
Do. pref. B	▲7.00	456	450	..
Morrison Brass	..	3	3	3
Wm. Neilson 5% pf	5.00	103½	103½	106½
Neon Pr. of W. C.	.80	13½	..	..
North Star & Oil pref.	.35	6	5¾	6
Nor. Can. Mtge	†.50	20	19	..
Nor. Trusts	.80	34	..	..
N.S.L. & Pr. pref.	6.00	111	111½	..
Ont. Beauty Sup.	..	.50	.45	.75
Do. pref.	1.00	8½	8½	11
Ontario Loan	5.00	130	129	..
Ont. Steel pref.	7.00	130	119½	..
Pacific Coyle	†.30	.50	.42	.60
Paton Mfg. pref	.80	19	..	..
Paul, S. S.	†.25	15	14½	..
Penmans pref.	6.00	149	149	151
Photo Eng.	†.75+.50	27	28½	29
Purity Flour	.50	7¾	7¾	8
Quebec Telephone	.40	9½	9½	..
Quinte Milk A	.60+†.10	9½	9½	..
Do. B	†.10	3.00	3½	..
Reitman's	..	13	..	15½
Reliance Grain	■20.00	20	7½	20
Renfrew Textile	.60	6¾	5½	7½
Renold-Cov. A	1.10+.05▲▲	20	15	..
Rivers Mill A	2.00	28½	28½	29
Do. B	■1.00	13½	4	12
Robertson P. L. pf	2.50	46	43¾	..
Robinson Cot.	.40+■.10	9¾	..	9½
Robinson Little A	1.00	15	12	14½
Rolland Pap.	..	6	6½	6½
Do. pref.	4.25	68	69	85
Royal Oak D. A	.60	10½	10½	11
Russell Indust. pf.	7.00	605	..	..
Saguenay Pr. P.	4.25	103	103	103¼
St. Law. Flour pf.	7.00	142	..	145
Shea's Brew. A	.55	15½	15½	..
Sidney Roofing	.90	15½	15	..
Silknit	.60+■.40	16	16	18½
Do. pref.	2.00	32½	33	35
Silverwoods B	†.10	7	7	7½
Simon & Sons	1.20	18½	18½	19½
Do. pref.	5.00	100	99½	..
So. Can. Pr.	1.20	19½	19½	20
Sov. Life 25% pd.	1.50	48	48¾	..
Stand. Clay.	..	16	..	..
Stanley Brock A	.60	8	8	8¾
Do. B	.40	5¾	5¾	6
Sterling Coal	..	10½	10	11
Sterling Trust	1.00	119	121	..
Stovel Press pref.	.50	5½	5½	5½
Stowell A pref.	1.50	17	17	..
Do. B	..	3	..	..
Stuart, D. A. pf	.80+■.60	16	16	17
Sup. Pete. ord.	†1.50	60	56½	..
Do. com.	†1.50	55	55½	..
Theatre Props.	..	4	4	5
Tip Top Can. A	.50	9	..	10
Tip Top Tailors	.60	17	16½	18
Tooke Bros.	.40	3½	4¾	..
Toronto Gen. Tr.	7.00	170	170	172
Tor. Mtge.	1.00+†.25	108	106½	..
Traders Fin. B	1.50	28	26	28½
Do. 4½% pref.	4.50	93	93½	94½
Do. A rights	1.00	20	20	22
Do. B rights	1.00	19½	19½	20
Tuckett Tob. P.	7.00	170½	..	..
Twin City pref.	..	9	..	..
Un. Amuse. A	1.00	35½	35½	..
Do. B	1.00+■.75	25	25	..
Do. A V.T.	1.00	32½	35½	..
United Corp. A	1.50	29½	29½	..
Viau Ltd.	1.00	30	30½	..
Do. pref.	5.00	100½	..	..
Viceroy	.60+■.20	12½	12	14½
Waterous Ltd.	.80	9¾	9½	9½
Wellington Fire	3.50	70	..	..
West. Brew.	1.60+■.25	29½	..	..
West. Grain pref.	..	30	23	24
West Koot. pref.	7.00	172	170	..
W'minster Pap. B	.10	3.50	3.37½	..
Willson Stat.	..	11	10	..
Do. pref.	8.00	99½	95¾	..
Wilson, J. C.	.60+■.40	11½	11½	12
Wood, A. & J. P.	7.00	116	115½	..
Woods Mfg.	♦2.00	30	..	33
Wool, Combing	1.60	15½	15	15
Zellers 5% pref.	1.25	26	26	..
Do. 6% pref.	1.50	28½	27½	29

♦Plus extras. ■Paid in 1949. *On arrears. ▲N. Y. funds. 'Net after income taxes. •Dividend deferred. ♦After stock split. ‡Plus payments on arrears. ▲▲Participating div. †Paid or payable in 1950.

Mining Stocks

	Div. Rate $	Last sale	Feb. 3 Bid	Ask
Akaitcho	...	.76	.76	.79
Alta.	...	.02	.03½	..
Amal. Lard	...	.16	.16½	.18
Anglo-Hur.	†.15	9.65	9.65	9.80
Barymin	▲.09	.57	.63	.69
Bayonne	...	.03½	.03½	..
Beatrice	...	.03½	.03½	.05
Bouscadillac G. M.	...	.04½	.04½	.04½
Brazil Gold	...	.02	.02	.04
Bridge River	...	.02¾	.02½	..
Bruce Cons.	...	.01	.00¾	.03
Canusa	...	.09	.07	.09
Celta Devel.	...	.02½	.03	.04
Century	...	.04	.04	..
Chimo G.	...	.15	.13	.15
Coast Copper	...	.70	.70	.98
Coniaurum	▲.05½	1.01	1.00	1.05
Cons. H'y	...	.57	.56	.59
Cuyuni	...	.35	.33	.39
Cryderman	...	.01	.00¾	.01
Dickstone C.	...	.02	.02	..
Flin Flon	...	.01½	.01	.02
Fontana '45	...	.04	.02½	.04½
Formaque	...	.05	.03¾	..
Forty-Four	...	1.02	1.00	1.05
George Copper	...	.03	..	..
Goldale	▲.02	.16	.15½	.18
Gold Lake	...	.00½	.01	.02
Grandview	§.02	.16	.18	..
Great Falls M.	...	.03	.02	.04
Gwillim L.	...	.05	.04¾	.05¾
Halcrow Swayze	...	.04½	.04½	.05
Hallnor	▲.28	4.00	4.00	4.25
Headway	...	.04	.04	.04¾
Int. Mining	...	4.75	..	8.25
Island Lake	...	.00½	.00½	..
Island Mountain	▲.07	1.18	..	1.20
Kay Rand	...	.04	.04½	.05
Kerr Lake	*§.05	.60	.21	.30
Kirk. Hud. Bay	...	.60	.45	.57
Kootenay B.	...	.30½	.30½	.33
Lingside	...	.03¾	.03½	.05
McGillivray C.	▲.01	.08	..	..
Mylamaque	...	.06	.05¾	.07
N. Louvre	...	.03	.02	..
Nipissing	...	1.15	1.11	1.15
Normandy	...	.01	.00¾	.01
North. Empire	▲.15	1.65	1.50	2.00
Pacific East	...	.06	.05	..
Paramaque	...	.03½	.03	.04½
Parbec	...	.03	.03	.04
Partanen Mal.	...	.02½	.02½	.03
Porc. Pen.	...	.03	.03½	..
Powell Rouyn V.T.	...	.76	.80	1.00
Purdy Mica	...	.06¾	.06¾	.08
Quebec Gold	...	.44	.34	.40
Que. Yk.	...	.02½	.02½	..
Red Cloud	...	.00¾	.00¾	.02½
Red Crest	...	.03	.02½	.04
Red Hawk	...	.02	.01½	.02½
Renabie	...	2.60	2.35	2.95
Ryanor	...	.06	.05	.07
Sand River	...	.04	.04½	.05
Shawkey	...	.12	.10½	.15
Silver R.	...	.10½	.08½	..
Soma Duv.	...	.04	.03	..
S. Amer. G.	*▲.25+.05	1.10	..	..
Star Lake	...	.00½	.00½	.00¾
Sturgeon River	...	.24	.23	.25
Tiblemont	...	.04	.04	.05
Vananda '48	...	.11	.11	..
West Mal.	...	.06½	.06	.08
Westville	...	.04	.04	.05½
Winchester	...	.05	.04¾	.05
Winnipeg R. Tin	...	.02	.01½	.02
Yukon Cons.	.06	.57	.57	.70
—OIL STOCKS—				
Acme Gas & Oil	...	.07½	.05½	.07
Commoil	.01	.55	.55	.90
Gen. Pet.	†.02	1.20	1.15	1.23
Marvel	...	.04	.02¾	.04½
Oil Selections	...	.04	.03½	.04
Petrol Oil	▲.03	.15	.12	.20
Royal Crest	...	.04	.02½	..
So. West Pete.	...	.40	.34	.40
Three Point	...	.05	.05	..
Texas Can.	▲‡1.85	.50	.25	.90
Vul. Brown	...	.13	.10	..
Warner	...	.03½	.03	.05
Wellington	...	.04	..	..

▲Paid or payable in 1949. §Paid in 1948. *N. Y. funds. †Payable in 1950. ‡Capital distribution.

Unlisted Mines, Oils

Approximate quotations Jan. 31, 1950, subject to confirmation and change:

[illegible]

Dividends Declared

	This payment $	Date payable	Date of record
Acadia At. Sug. A	.25	Apr. 1	Mar. 11
Do. pfd.	1.25	Mar. 15	Feb. 21
Agnew-Surpass	.15	Mar. 1	Jan. 31
Aluminium Ltd.	.60	Mar. 4	Feb. 3
Anglo-Can. Tel. A	.15	Mar. 1	Feb. 10
Argus Corp.	.15	Mar. 1	Jan. 31
Do. pfd.	1.12½	Mar. 1	Jan. 31
Aunor G. M.	.05	Mar. 1	Feb. 10
Auto Electric	.10	Mar. 15	Feb. 17
Do. A	.12½	Mar. 15	Feb. 17
Bk. Candn. Nat.	.20	Mar. 1	Feb. 15
Bk. of Montreal	.25	Mar. 1	Jan. 31
Bk. of Toronto	.35	Mar. 1	Feb. 15
Barber-Ellis	.62½	Mar. 15	Feb. 28
Bathurst Pwr. A	.50+.50	Mar. 1	Feb. 1
Do. B	.50	Mar. 1	Feb. 1
Beaver Lumber A	.25	Apr. 1	Mar. 10
Do. pfd.	.35	Apr. 1	Mar. 10
Belleterre Que.	.10	Mar. 15	Feb. 15
Bertram & Sons A	.25	Feb. 15	Jan. 31
Do. B	.05+.05	Feb. 15	Jan. 31
Borden Co.	†.60	Mar. 1	Feb. 10
Bowes Co. A	.12½	Feb. 15	Jan. 31
Do. B	.50	Feb. 15	Jan. 31
Brewers & Dist.	.50	Mar. 1	Jan. 31
Do.	.25	June 1	Apr. 29
Do.	.25	Sept. 1	July 31
B. A. Oil	.25	Apr. 1	Mar. 7
Do. pfd.	0.234375	Apr. 1	Mar. 7
Broulan Porc. M.	.02	Mar. 1	Jan. 27
Brown pfd.	1.50	Mar. 1	Feb. 14
Bruck Mills A	.30	Mar. 15	Feb. 15
Do. B	.07½+.07½	Mar. 15	Feb. 15
Burns Co. A & B	.40	Apr. 28	Apr. 7
Do. A & B	.40	July 28	July 7
Do. A & B	.40	Oct. 28	Oct. 7
Calg. & Ed. Corp.	.05	Apr. 15	Mar. 10
Can. Cement pfd.	.32½	Mar. 20	Feb. 20
Can. & Dom. Sugar	.25	Mar. 1	Feb. 10
Can. Foils	.10	Feb. 15	Feb. 9
Do. A	.15	Feb. 15	Feb. 9
Can. Malting	.50	Mar. 15	Feb. 15
	Coup. 89-xc		Mar. 14
Can. Safeway pfd.	1.12½	Mar. 1	Feb. 15
Can. Vinegars	.20	Mar. 1	Feb. 15
Candn. Brew.	.50	Apr. 1	Feb. 28
Candn. Can.	.31¼	Apr. 1	Mar. 15
Do. 1st pfd.	.25+.05	Apr. 1	Mar. 31
Do. 2nd pfd.	.15+.10	Apr. 1	Mar. 10
Candn. Car.	.20	Feb. 22	Jan. 31
Do. A	.25	Feb. 22	Jan. 31
Candn. Coll.	.15	Feb. 28	Feb. 14
Candn. Fairb.-M.	.50	Mar. 1	Feb. 15
Candn. For. I. Corp.	.50	Apr. 1	Mar. 10
Candn. Food A	.25	Apr. 1	Mar. 10
Do. pfd.	1.12½	Apr. 1	Mar. 10
Can. Int. Inv. Tr. pf.	8.75	Feb. 28	Feb. 14
Candn. Loco.	1.00+1.00	Mar. 1	Feb. 10
Candn. Oil	.25	Feb. 15	Jan. 20
Candn. Silk A	.37½	Apr. 1	Mar. 1
Candn. Oil	.25	Feb. 15	Jan. 20
Candn. Tire	.25	Mar. 1	Feb. 20
Candn. Utilities pf.	1.25	Feb. 15	Jan. 27
Can. West. Lumber	.10	Apr. 15	Mar. 18
Do.	.10	July 15	June 17
Do.	.10	Oct. 16	Sep. 18
Celtic Knit.	.50	July 31	July 15
Chatco pfd.	.28	Mar. 1	Feb. 15
Cochrane-Dunlop A	.25	Feb. 15	Jan. 31
Do. pfd.	.30	Feb. 15	Jan. 31
Cockshutt Plow	.35	Mar. 1	Feb. 1
Do.	.35	June 1	May 1
Do.	.35	Sept. 1	Aug. 1
Do.	.35	Dec. 1	Nov. 1
Colonial St'ships	10.00	Feb. 14	Jan. 14
Commoil Ltd.	.00½	Feb. 25	Feb. 10
Common. Intl. Corp.	.04	Feb. 15	Feb. 1
Consol. Text.	.20	Mar. 1	Feb. 10
Do. pfd.	.50	June 1	May 15
Cooksville Co. A	.15	Mar. 1	Feb. 15
Corp. Investors	.09	Feb. 15	Jan. 30
Corr. Pap. Box	.37½	Mar. 1	Feb. 10
Do. pfd.	.31¼	Mar. 1	Feb. 10
Consumers Glass	.37½	Feb. 28	Jan. 27
Cosmos Imp.	.20	Feb. 15	Jan. 31
Cresc. Creamery pf.	5.00	Mar. 31	Mar. 15
Crown Cork & Seal	.50	Feb. 15	Jan. 31
Davis Leather A	.37½	Mar. 1	Feb. 1
Do. B	.37½	Mar. 1	Feb. 1
Delnite M.	.02	Apr. 1	Feb. 20
Dom. & Anglo Inv.	1.25	Mar. 1	Feb. 15
Dom. Bridge	.40+1.00	Feb. 24	Jan. 31
Dom. Foundries	.35	Apr. 1	Mar. 10
Dom. Malting	.25	May 1	Apr. 6
Do. pfd.	1.25	May 1	Apr. 6
Dom. Scot. Inv. pfd.	.62½	Mar. 1	Feb. 15
Donnacona Paper	.25	Apr. 1	Feb. 28
Do. pfd.	1.12½	Feb. 15	Jan. 16
Do.	1.12½	May 15	Apr. 14
Donohue Bros.	.25	Mar. 1	Feb. 15
Dover Industries	.15	Mar. 1	Feb. 15
Dupuis Freres pfd.	.20	Feb. 15	Jan. 31
Eastern Lt. & Pwr.	.50	Feb. 15	Dec. 31
Electrolux	†.40	Mar. 15	Feb. 15
Ford A	.50+1.00	Mar. 10	Feb. 10
Do. B	.50+1.00	Mar. 10	Feb. 10
A. J. Freiman pfd.	1.12½	Mar. 1	Feb. 17
Gair pfd.	1.12½	Mar. 1	Feb. 11
Gen. Steel	.25	Feb. 15	Jan. 31
Grand'Mere Knit. A	.32	Feb. 15	Jan. 31
Gt. West Coal	.75	Feb. 15	Jan. 31
Gypsum, Lime A	.25	Mar. 1	Feb. 1
Do.	.35	June 1	May 1
Do.	.35	Sep. 1	Aug. 1
Do.	.35	Dec. 1	Nov. 1
Hamilton Cot.	.25	Mar. 1	Feb. 10
Howe Sound	†.50	Mar. 10	Feb. 10
Hud. Bay M. & S.	1.00	Mar. 13	Feb. 10
Int. Utilities	†.50	Mar. 1	Feb. 10
Jack Waite M.	.01	Mar. 18	Feb. 24
Kelvinator	.75	Mar. 20	Mar. 3
Lake of Woods	.40	Mar. 1	Feb. 1
Do. pfd.	1.75	Mar. 1	Feb. 1
La Prairie pfd.	1.50	Mar. 1	Feb. 15
Laura Secord	.15	Mar. 1	Feb. 1
Leitch G. M.	.02	Feb. 15	Jan. 31
Loblaw Groc. A & B	.25	Mar. 1	Feb. 1
Loblaw's Inc.	†.25	Feb. 24	Feb. 3
Mack, S. S. pfd.	1.20	Feb. 15	Feb. 10
Maclaren Pwr.	.50	Feb. 28	Feb. 15
Massey-Harris	.37½	Mar. 15	Feb. 15
Do. pfd.	.62½	Mar. 15	Feb. 15
McIntyre Porc. M.	.50½	Mar. 1	Feb. 1
Mid. & Pac. Gr.	.50	Mar. 1	Feb. 15
J. S. Mitchell	1.00	Aug. 1	July 15
Mod. Containers A	.50	Mar. 15	Feb. 28
Nat. Biscuit	†.50	Apr. 14	Mar. 7
Do. pfd.	†1.75	Feb. 28	Feb. 7
Nat. Drug	.20	Mar. 1	Feb. 10
Do. pfd.	.20	Mar. 1	Feb. 10
Nat. Grocers	.15	Apr. 1	Mar. 10
Do. pfd.	.37½	Apr. 1	Mar. 10
Wm. Neilson pfd.	1.25	Mar. 1	Feb. 10
Nfld. Lt. & Pwr.	.25	Mar. 1	Feb. 10
Do. pfd.	1.25	Mar. 1	Feb. 10
Nor. Trusts	.40	Feb. 1	Jan. 27
New Calumet M.	.03	Feb. 17	Feb. 9
N.S. Lt. & Pr. 4% pf.	1.00	Mar. 1	Feb. 4
Do. 4½% pf.	1.12	Mar. 1	Feb. 4
Do. 6% pf.	1.50	Mar. 1	Feb. 4
O'Brien G. M.	.05	Mar. 8	Feb. 3
Ogilvie Flour	.25	Apr. 1	Feb. 24
Do. pfd.	1.75	Mar. 1	Jan. 30
Ont. Steel	.50	Feb. 15	Jan. 16
Do. pfd.	1.75	Feb. 15	Jan. 16
Paton Mfg.	.20	Mar. 15	Feb. 28
Do. pfd.	.35	Mar. 15	Feb. 28
Penmans Ltd.	.75	Feb. 15	Jan. 16
Photo Engravers	.75+.50	Mar. 1	Feb. 15
Porc. Reef G. M.	*.02	Apr. 3	Mar. 1
Pressed Metals	.25	Mar. 1	Feb. 10
Do.	.25	June 1	May 10
Provincial Trans.	.30	Feb. 15	Feb. 1
Purity Flour	.25	Mar. 1	Feb. 10
Que. Power	.25	Feb. 25	Jan. 17
Remington-Rand	†.25	Apr. 1	Feb. 9
Do. pfd.	†1.12½	Apr. 1	Feb. 9
Robinson Little A	.25	Mar. 1	Feb. 15
Rolland Pap.	1.06¼	Mar. 15	Mar. 1
Royal Bank	.25	Mar. 1	Jan. 31
Royal Oak Dair. A	.15	Feb. 15	Jan. 28
Saudi-Arabian M.	†.10	Feb. 28	Jan. 20
Scythes	.25	Mar. 1	Feb. 14
Do. pfd.	.31¼	Mar. 1	Feb. 14
Shawinigan W. & P.	.30	Feb. 25	Jan. 17
Shea's Brew. A	.27½	Feb. 15	Jan. 31
Do. B	.75+.25	Feb. 15	Jan. 31
Silverwood's Dairy A	.15	Apr. 1	Feb. 28
Do. B	.10	Apr. 1	Feb. 28
Silverw'ds, W. A. pf.	1.25	Apr. 1	Feb. 28
Simpsons A & B	1.00	Mar. 15	Feb. 15
Do. pfd.	1.12½	Mar. 15	Feb. 15
N. Slater	.45	May 1	Apr. 8
So. Can. Pwr.	.30	Feb. 15	Jan. 20
Stand. Chem.	.12½	Mar. 1	Jan. 31
Do. pfd.	1.25	Mar. 1	Jan. 31
Standard Oil, N.J.	†1.00	Mar. 13	Feb. 9
Stand. Pav.	.50	Apr. 1	Mar. 1
Do. pfd.	.62½+.50	Apr. 1	Mar. 1
Stedman Bros.	.20	Apr. 1	Mar. 15
Tri-West Pet.	.02½	Feb. 28	Feb. 10
United Corp A	.38	Feb. 15	Jan. 16
Do. B	.25+‡.50	Feb. 28	Jan. 31
United Fuel A	.75	Apr. 1	Mar. 9
H. Walker	.60	Mar. 15	Feb. 17
Waterous A	.20	Feb. 15	Jan. 31
Westeel	.75	Mar. 15	Feb. 24
Geo. Weston	.25	Apr. 1	Mar. 10
Do. pfd.	1.12½	Mar. 1	Feb. 15

†American funds. *Initial. ‡Extra.

Commodities

	Latest week	Previous week	Same week last yr.
Cattle	$21.34	$21.24	$19.54
Hogs	26.10	26.02	30.60
Copper, lb.	.18½	.18½	.23½
Sugar, raw, lb.	.0530	.0525	.0529
Coffee, lb.	.49	.49	.28¼
Hides	.24	.25	29
Weekly Indices			
U. S. Labor	151.1	150.7	159.3
Dow Jones	134.04	134.62	135.29
Fisher's	162.3	160.1	169.4
Monthly Indices			
Retail (Jan.)†	161.0	161.3	159.6
W'sale (Dec.)	156.8	157.0	159.6
U. S. (Oct.)	152.2	153.7	165.0
Gt. Brit. (Nov.)	239.7	236.6	220.5

Note: The base of indices is that 1926 equals 100. †Base 1935-39 equals 100. The British index is Board of Trade converted to 1930 base.

Base price of quotations is as follows: Cattle — Steers, good, up to 1,000 lb., top price, Toronto. Copper-electrolytic, New York. Coffee, No. 4 Santos. Rio Sugar 96 degrees centrifugal c/f New York.

OILS—	Bid	Ask		Bid	Ask
Alta Lease	23	28	Major	3½	4½
Amber	1	1½	Mallen	4	5
Caldina	35	42	Meg Pete	1.00	..
Calvan	4.00	4.25	Minoil	1.00	..
Capewell	35	40	Pac O & R	5½	6½
Capitol P	55	58	Polaris	3.00	3.15
Continent	32	34	Redwater	5	7
Crusader	23	26	Reef Pete	45	50
Command	30	40	Seaboard	29	32
Franco	52	60	Sec St Roy	5	..
Granleduc	12	15	Trend P	30	35
Gt Bend O	1	3	Universal	1½	2½
Jupiter	17	20	Vermilion	28	32
Lake Erie	24	26	Westlock	6	8
Lingnora	3½	4½	West Pete	2½	5
Li'drock	6	8	York	7	10

Market Comment

What stocks and bonds are doing and what prominent observers say

During most of the important strike upsets in the last three years, the market has stubbornly maintained its equilibrium or even moved up. But whether it can do the same thing now with the market averages near their postwar peaks is another thing. Many market students don't think so; technical factors are against it. The market has had too long a period of upturn without any adequate setback as yet, they claim. There was evidence at midweek of considerable profit-taking following John Lewis' refusal to follow the President's request for a postponement of the coal strike.

But brokerage officials claim substantial investment funds are still awaiting investment opportunities. Many of these traders have missed the June-January rise and have been patiently awaiting a worthwhile market setback to get in. They are daily growing more restive.

As suggested several weeks ago the increasing realization among oil traders that Alberta's oil surplus position will not disappear with completion of a pipeline to Superior but will continue a pressing problem for long afterward is beginning to exert an adverse effect on western oil stocks. Profit taking was evident this week.

• • •

J. L. GOAD & CO. (Toronto) We feel that the newsprint stocks are undervalued.

The Canadian newsprint industry has only one major market, the United States. Today, with the outlook for so much of the Canadian economy beclouded by trade problems, we feel that the relative security of an assured market in the United States makes this group of stocks inviting.

Compared with most industries, the factors influencing the newsprint industry are relatively simple. Competition in the American market is limited. There are no more large timber limits in Canada which could be utilized economically to support new competition. Perhaps more important is the fact that a company producing newsprint could be purchased more cheaply on the open market than it could be built. This, in our opinion, will limit construction of new newsprint production in such areas as the Southern United States or Alaska. Scandinavian production is limited by their relatively small timber limits, and their conservation policies.

The market outlook for newsprint seems favorable. Newsprint consumption is directly proportional to advertising linage in the United States. The prospect of a continued high level of business in the United States for the immediate future appears good. The gradual return of a buyers market should lead to a greatly increased advertising effort by American manufacturers. This is particularly true in view of the strong liquid condition, and hence strong competitive position, of American industry. Critical shortages in all other world markets should absorb all non-dollar production, and even, as is becoming apparent, necessitate the use of valuable dollars for acquisition of Canadian supplies. The long term outlook should see an increase in the per capita consumption in other world markets if standards of living are to rise.

In allied fields, governmental policies of farm support will tend to keep prices of such raw materials as wool, leather and particularly cotton at such levels as to invite substitution of cheaper materials. Paper, and paper products, have been widely used in the past as substitutes.

The high level of business in recent years has enabled the newsprint companies to improve their financial positions to a remarkable degree. This in turn will improve the ability of the newsprint companies to resist pressure from U. S. publishers to offer price concessions as was so common and so damaging in the past.

With these considerations in view, we feel that the market has failed to adequately reflect the improved conditions in this industry, and that the risk is not such as to justify the present high yields. The need for additional working capital, and the plant improvement programs, are tapering off. Thus two considerations which might have led directors to reduce dividends have been largely removed. We feel that conditions are such as to assure earnings to comfortably cover present dividends, and perhaps more.

• • •

N. L. MacNAMES: N. L. MacNames & Co. (Toronto)

In the immediate future we face certain readjustments in production (and prices) of farm products, and in our export trade but over the longer term the plans for Canadian development, coupled with an increasing population, should lead to an extended period of growth and a decrease in dependence upon foreign markets for our prosperity.

In the raw material field the opening up of important iron ore deposits in Quebec, Labrador, and Western Ontario; discoveries of titanium in Quebec and uranium in the northwest; further large scale development and production of crude oil and the development of an important natural gas industry in Western Canada are among the factors that give great expectations for Canada in the coming decade. The large scale construction entailed in these and in such proposed projects as a 350-mile railroad to the new iron ore deposits of Quebec-Labrador; approximate doubling of the present hydro-electric development at Niagara Falls and the probable development of the St. Lawrence Waterways; Trans-Canada highway; oil and gas pipe lines in Western Canada, and possibly Ontario; the aluminum project in British Columbia; plans of provincial and municipal governments for much-needed public buildings and a great deal of local highway construction should ensure a high level of capital investment for a number of years to come.

Added to this are government policies, both in Canada and the United States, of full employment, price supports, increasing social security and, due to the "cold war," large expenditures on defense. In my opinion, all this gives clear indications of a maintenance of our price structure at a high level and a further decline in the purchasing power of the dollar.

I believe the foregoing factors are the main reasons for the great underlying strength now being displayed by our stock markets and that the same factors will lead to an extended period of advancing prices for equities.

• • •

BURNETT & CO. (Montreal) The market has been going up steadily for about eight months with little or no intermediate reactions, and to all appearances it looks as if the trend were still upward for the next two or three months to come. At the same time, business investment in the United States is tending to sag, and the effect of the enormous insurance benefits to veterans will have decreased by the second half of this year. Spending by the United States Government has also probably passed its peak, and consequently it would appear that the American stock market outlook for the latter half of this year is somewhat obscure.

Since our own markets are very greatly influenced by New York, the outlook here for the second half of 1950 also appears somewhat doubtful, especially when we take into account the probable loss of a great portion of the British markets on account of their lack of dollars.

Altogether therefore, our view may be summed up as follows: where cash reserves are sufficient, we would not hesitate from an investment standpoint to buy good stocks with high earning power and asset value, but would not go so far as to advise buying the more speculative stocks at the present time.

• • •

BARRON'S: The Trader (New York)

Despite the advance in stock prices, equity yields are still 2¼ times the return from prime corporate bonds. So long as bond yields stand still or fail to advance, higher dividends put a higher floor under stock prices. Meantime the prospect of a cut in excise taxes without a compensatory increase in federal revenues from other sources, and the probability of an additional grant of $2 billion to the Commodity Credit Corp. to support farm prices merely add fuel to the fire that, ready for ignition at any time in the past few years has only lately begun to blaze.

Corporation Bonds

(Supplied by Investment Dealers' Association of Canada)

Feb. 7, 1950

Public Utility Issues:	Int. Rate %	Due	Bid	Ask.	Week Bid
▲Alg. Cen. H.B.R.	5	'59	89	92	89
Bell Telephone	3	'77	98	100½	97½
B. C. Electric	3½	'67	96½	99	96½
Do.	3¾	'69	101	103½	101½
Calgary Power	3½	'72	98	101	98
East Kootenay	3¾	'67	91	95	91
‡Gatineau Pr. D.	3½	'70	100½	103	100½
*Int. Hydro-El.	6	'44	66	69	66
Int. Prov. Pipe Line	4	'70	170	175	165
L. St. Law. Pwr.	3¾	'65	...	...	97
Maclaren-Quebec Power	3	'69	96½	99	96
Mtl. Trams. B	5	'55	98	100½	98
Nat. Lt. & Pwr.	4½	'61	100½	...	100½
Nor. Que. Pwr.	4½	'67	99½	102½	99½
Power Corp.	3½	'67	97	100	97
Quebec Power	3	'62	98½	101	98½
St. Maurice Pr.	3½	'70	99½	102	99½
Shaw. W. & Pr.	3	'61	99	102	99
Do.	3	'71	97½	100	97
Do.	3½	'73	101½	104	101½
Union Gas	4½	'50	100	103	100
Un. Fuel Invest.	4	'59	101½	...	101½
United Secs.	3	'52	99½	...	99½
Wpg. Electric	3¾	'71	102	104½	102
Industrial Issues:					
Abitibi Pr. & P.	3½	'67	101½	104	101½
Acadia Atlantic Sugar	3¾	'65	101	...	101
Aluminum Co.	3½	'74	102	...	102
Bathurst P. & P.	3¾	'68	99½	...	99½
B. C. For. Prod.	4	'66	92	95	91½
B. C. Pulp & Pa.	3½	'67	95½	98	95½
Bowater's Nfld. P. & P.	3½	'68	95	98	95
Brompton Pulp & Paper	3½	'66	94½	97½	94½
†Brown Co.	5	'59	98½	101	98
Burns & Co.	4	'63	98½	101	98½
Can. Steamship	3½	'57	96½	99½	96½
Do.	4	'66	98	101	98
Can. Bread	4½	'67	99	101	98½
Can. Brew.	3½	'67	95	98	94½
Can. Celanese	3	'62	98	101	98
Can. Oil	3½	'62	100	103	99
Can. W. Lum.	4	'62	101	103½	101
C.P.R.	3½	'51	101	...	101
Do.	4	Perp.	112	...	112
Cockshutt Plow Co.	4½	'65	101½	104	101½
Columbia Cell.	5	'68	102	104½	102
Consol. Paper	3½	'67	101	103½	101
Dom. Coal	4½	'52	100½	...	100½
Dom. Tar & Ch.	3½	'57	101½	...	102
Dom. Textile	3½	'59	101½	...	101½
Dom. Woolens	5	'64	96½	100	96½
Dryden Paper	4	'61	100½	...	100½
E. B. Eddy	3½	'66	99½	102	99
Do.	4	'66	102	...	102
English Elec.	4	'67	95½	...	95½
Federal Grain	4	'64	99½	102	99½
Gt. Lakes Pap.	3½	'67	100½	...	100½
Imp. Tobacco	2¾	'66	98	...	97½
Indust. Accept.	3½	'66	97½	100½	97½
Lake St. J. P.	5	'61	101½	104	101½
Laurentian Silk	4½	'67	100	...	100
MacMillan (H.R.) Ex.	4	'65	101	...	101
Maple L. M.	3½	'63	97	100	97
Massey-Harris	3	'66	95½	98½	95½
Do.	4½	'63	102½	105	102
McColl-Front.	3	'71	95	98	95
Mercury Mills	4	'63	99½	...	99½
Monarch Knit.	4	'66	99	...	100
N.S. Steel Coal	3½	'63	99	102	99
Penman's	3½	'66	100	103	100
Price Bros.	3½	'66	101½	104	101½
Silv. Dairies	4	'60-64	99	102	99
Do.	4	'71	90	95	90
Simpsons Ltd.	3½	'60	101½	104	101½
Stl. Co. of Can.	2¾	'67	96	98½	96
Tor. Elevators	3½	'66	99	...	98½
United Corp.	4	'58	100½	...	100
United Steel	4	'60	99	102	99
Un. Grain Gr.	4	'63	100	...	100
†Western Grain	5	'63	84	87	84
York Knit. Mills	3½	'71	90	94	90

*Payable in Canada or United States.
‡Payable in Canada only.
▲Payable in Canada or U. K.
†Payable in Canada, U. S. or U. K.

Government Bonds

Feb. 7, 1950

(Supplied by Investment Dealers' Assoc. of Canada)

%	Due	Bid	Ask
Victory Loans:			
3	June 1951	101¼	101½
3	Mar. 1954	103	103¼
3	Nov. 1956	103¼	103¾
3	May 1957	102½	102¾
3	Jan. 1959	102½	103
3	June 1960	102¾	102¾
3	Feb. 1962	102½	102¾
1¾	Nov. 1950	99¾	100½
3	Oct. 1963	102½	102¾
3	Sept. 1966	102¾	102¾
Dom. of Can. Bonds:			
3	June 1958	102½	102¾
3½	Feb. 1952	102¾	103
3	June 1955	100½	100¾
3½	June 1966	103½	104
3	Perpetual	†101½	101¾
Dom. Guaranteed Bonds			
Can. Nat. Railways:			
3	Jan. 1959	101½	102½
4½	Feb. 1956	■124	125¾
4½	July 1957	♦126½	128½
5	Feb. 1954	109½	110½
4¾	June 1955	■124½	125¾
2¾	Jan. 1967	98½	100
2¾	Sept. 1969	99¾	100¾
3	Jan. 1966	101½	102½
Can. Nat. W. Ind. S.S.:			
5	Mar. 1955	■124½	125½
Grand Trunk Pacific Rly.:			
3	Jan. 1962	■114½	116½
4	Jan. 1962	■124½	126½
Provincial Govt. Bonds			
Alberta:			
3½	June 1950/71	100	100½
3½	June 1950/72	♦110	111
British Columbia:			
4½	Jan. 1969	♦132¾	134¾
5	Sept. 1953	106	107½
3	Dec. 1960	99½	100½
3	June 1964	98½	100
5	Sept. 1959	♦129	131
B. C. Power Comm.:			
3	Oct. 1967	98½	100
Manitoba:			
4	Dec. 1957	♦118¾	120½
4½	Dec. 1956	♦121½	123½
5	Dec. 1959	■129	131
5½	July 1958	116½	117¾
3	Oct. 1965	98½	100
New Brunswick:			
4½	Apr. 1961	♦120¾	122¾
2¾	June 1966	89	91
3½	May 1957	98½	100½
3½	Sept. 1965	98	100
Nova Scotia:			
3½	June 1956	101½	102¾
4½	Nov. 1960	♦124½	126½
5	Mar. 1960	♦128½	130½
3	June 1956/58	100	101½
2¾	Sept. 1966	95	97
3½	June 1963/65	101	102½
Ontario:			
2¾	Nov. 1965/69	96	97½
3½	May 1952/55	101¾	102¾
4	June 1962	■124½	126½
4½	June 1950	100½	101½
4½	Jan. 1962	♦128¾	130½
2¾	July 1967/77	94½	96½
3	Nov. 1963/65	100	101½
5	May 1959	■130½	132½
Ont. Hydro Commission:			
4	Aug. 1957	■119½	121½
2¾	Oct. 1965/68	95½	97½
3	Dec. 1963/65	100	101
3	Nov. 1967/69	99½	100½
Prince Edward Island:			
3½	Dec. 1961	101½	102½
Quebec:			
3½	Mar. 1954/59	103	104
3¾	Feb. 1952/55	102¾	103¾
4½	Aug. 1958	108½	109½
4½	Jan. 1963	113½	114½
4	Nov. 1950/52	101	102
3	Sept. 1962/64	99¾	101½
Quebec Hydro Commission:			
3	Feb. 1969/73	98¾	100½
3	Dec. 1958/60	100½	101
Saskatchewan:			
4	Nov. 1955/60	101½	102¾
5	Aug. 1958	108½	110½
4½	Mar. 1960	♦118	120
5½	Oct. 1952	104¾	105¾
6	Mar. 1952	104¾	106½
5	Dec. 1959	♦121½	123½
3	Mar. 1963	93¾	95¾
3½	Nov. 1960/62	95¾	97½
3¾	Oct. 1962/65	101	102½

†Callable on or after Sept. 15, 1966. ♦Payable Can. or N. Y.
■Payable Can., N. Y. or £.

Significant Investors' Index Numbers

	Mach. and equip.	Pulp and paper	Milling	Oils	Textiles and clothing	Food and allied prod.	Beverages	Bldg. mater.	Power and traction	Banks	Total utilities	Total co's
No. of Securities	10	10	4	5	10	15	10	16	12	8	16	106
***1935 to date:**												
High	247.7	287.9	149.7	123.7	221.9	138.5	447.0	168.5	146.2	136.3	149.0	126.1
Low	69.7	51.6	61.2	41.2	78.4	73.5	79.3	66.7	60.2	60.0	65.2	61.1
1949: Monthly Figures:												
Jan.	234.1	257.1	96.4	75.9	214.3	115.2	294.5	143.0	108.2	132.6	119.2	114.3
Feb.	224.1	244.1	89.8	68.7	203.1	113.6	281.5	139.7	105.7	131.0	115.1	108.1
Mar.	217.5	236.7	85.9	69.5	205.9	112.0	276.1	137.4	106.4	131.0	113.7	106.4
Apr.	211.9	234.2	88.4	70.8	205.7	111.9	274.4	139.6	109.7	132.4	115.7	106.4
May	208.4	227.4	84.2	70.2	204.2	112.8	275.7	136.3	107.4	132.4	113.5	105.3
June	184.7	210.8	85.3	63.8	196.0	111.8	273.3	131.4	104.1	131.0	109.2	99.6
July	198.8	221.4	89.6	66.6	202.2	112.9	292.4	137.0	108.4	130.7	114.3	104.2
Aug.	209.5	230.6	90.2	68.8	204.6	114.6	306.7	140.0	111.2	133.3	119.5	108.2
Sept.	213.1	240.1	93.0	68.9	204.8	116.0	312.5	143.0	112.8	135.2	122.7	109.6
Oct.	221.4	259.0	95.8	75.4	206.4	122.0	329.6	151.4	111.7	139.8	121.9	114.3
Nov.	231.0	274.3	91.8	82.6	219.9	123.5	336.5	156.6	112.2	142.2	121.6	118.2
Dec.	231.5	279.4	88.5	82.4	229.9	121.5	345.9	163.2	112.0	140.6	122.5	117.9
1950: Weekly Figures:												
Jan. 5	232.5	291.6	93.6	84.2	233.7	122.5	351.1	170.2	115.1	143.8	125.9	120.1
Jan. 12	232.4	286.5	92.3	83.6	236.2	124.1	352.5	169.8	115.0	142.6	123.9	119.3
Jan. 5	232.5	291.7	93.6	84.2	233.6	122.5	351.1	170.2	115.1	143.8	125.8	120.1
Jan. 12	232.4	286.6	92.3	83.6	236.1	124.0	352.5	169.8	115.0	142.6	123.9	119.2
Jan. 19	231.7	285.2	88.1	83.0	237.9	125.0	353.2	169.7	114.6	142.9	124.2	119.1
Jan. 26	229.5	281.0	88.7	80.2	232.2	123.4	347.1	166.7	114.2	142.8	123.3	117.5
Feb. 2	233.9	285.0	89.7	81.6	233.4	123.6	349.7	168.7	115.4	143.6	124.9	118.8

*High and low for year from 1935 to date inclusive are based on weekly figures issued by the Dominion Bureau of Statistics.

Toronto Stock Exchange Index

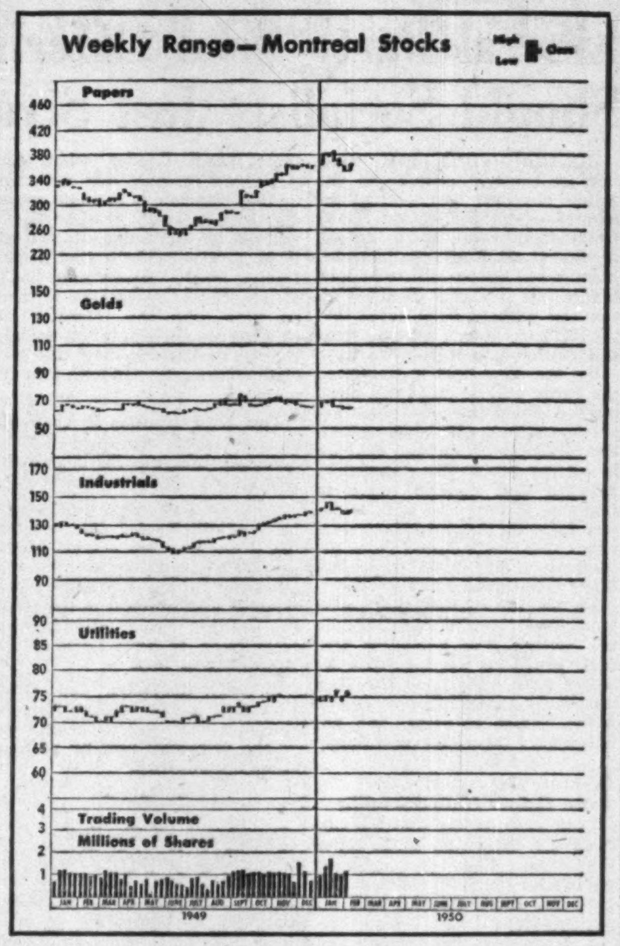
	20 Indust.	20 Golds	10 B.M.	15 W.O.
Feb. 6	209.26	99.10	110.29	64.24
Feb. 4	209.35	99.30	110.31	64.99
Feb. 3	208.76	99.09	110.56	64.44
Feb. 2	207.09	99.35	109.98	64.48
Feb. 1	206.03	99.45	109.14	64.22
Jan. 31	205.34	99.28	109.06	63.77
Month ago	211.58	103.95	112.25	63.70
Year ago	174.37	97.13	102.49	52.49
1949-50 High	212.14	114.63	114.53	66.29
1949-50 Low	157.28	87.96	77.42	38.78

Montreal Stock Exchange Averages

	10 Util.	20 Ind.	30 Com.	10 Pprs.	15 Golds
Feb. 6	75.9	140.0	118.6	365.21	64.17
Feb. 4	76.0	140.2	118.8	362.21	64.31
Feb. 3	75.9	140.2	118.8	364.41	64.19
Feb. 2	75.7	139.5	118.2	361.47	64.46
Feb. 1	75.7	138.8	117.8	357.97	64.19
Jan. 31	75.7	138.1	117.3	357.19	64.16
Month ago	75.9	146.2	122.7	384.54	68.86
Year ago	72.7	124.1	107.0	309.60	66.76
1949-50 Hi.	76.2	146.2	122.7	385.70	74.40
1949-50 Lo.	70.0	109.3	96.3	251.34	60.17

Dow-Jones Closing Stock Averages

	30 Indust.	20 Rails	15 Util.	65 Stocks
Feb. 6	204.59	55.34	42.42	73.87
Feb. 4	205.03	55.53	42.57	74.08
Feb. 3	204.53	55.51	42.55	73.96
Feb. 2	204.11	55.17	42.43	73.72
Feb. 1	201.89	54.58	42.18	72.99
Jan. 31	201.79	55.09	42.22	73.19
Month ago	201.98	55.00	41.64	72.97
Year ago	174.43	49.59	34.24	63.12
1949-50 High.	205.03	55.80	42.57	74.08
1949-50 Low.	161.60	41.03	33.36	57.75



New Highs and Lows

During the week ended Feb. 6, 34 new highs were recorded among the general stocks on Canadian Stock Exchanges and five new lows. In the mining group there were 13 new highs and eight new lows. In the western oil group there were four highs and two new lows.

GENERAL

New Highs—1949-50

Bank of N. Scotia	Dom. Scot. Inv.
Bran. Cord.	Dom. Tar Chem.
Bruck S. Mills A	Do v.t.
Burlington St'l	Ford Motor A
Can. Foils A	Do. B
Can. Fairbanks	Gatineau Pr. 5% pf.
Can Tire	Gt. Lakes Pap. A p.
Cardy Corp.	Gt. West Coal
Celtic Knit.	Hahn Brass
Chem. Rers.	Do. pfd.
Cochrane-D.	John Inglis
Coghlin, B. J.	Montreal Trams
Craig Bit	Mt. Royal Rice
Cons Textile Mills	P. L. Robertson
Corr. P. Box com	Scythes pref.
Disher Steel pref.	Zellers
Dom. Fabric	

New Lows—1949-50

Can. Foils	Corr. P. Box 5% p.
Coghlin, B. J.	Donnell & Mudge
Cons. Press B	

MINING

New Highs—1949-50

Castle Tretheway	Maralgo
Jack Waite	Mosher Long Lac
Jellicoe	Prospectors Air.
Laguerre	Quemont
Larder "U"	Silver Miller
Macleod-Cockshutt	Silver Standard
Magnet Cons.	

New Lows—1949-50

Anglo-Rouyn	New Jason
Congress new	Nib Yellowknife
Gillies Lake	Quatsino
Lake Rowan	Senator Rouyn

OILS

New Highs—1949-50

Foothills	Cons. Homestead
Jumping Pound	Federated Pet.

New Lows—1949-50

North Continental	Del Rio

Company Meetings

1950	Company	Place
Feb. 10	Casualty of Can.	Toronto
Feb. 10	Chimo Gold	Toronto
Feb. 10	Dom. of Can. Gen. Ins.	Toronto
Feb. 13	Massey-Harris	Toronto
Feb. 13	Mtl. City & Dist. Sav. Bk.	Montreal
Feb. 14	Mex. Lt. & Pwr. 5% 1st Mtge. Bds.	Toronto
Feb. 14	Mex. Elec. Ltd. 5% 1st Mtge. Bds.	Toronto
Feb. 14	Royal Trust	Montreal
Feb. 14	Sun Life	Montreal
Feb. 15	Grey & Bruce Tr. & Sav.	Owen Sound
Feb. 15	Harding Carpets	Brantford
Feb. 15	McLeod-Cockshutt	Toronto
Feb. 15	Mex. Lt. & Pwr. 5% 2nd Mtge. Bds.	Toronto
Feb. 15	Orange Crush	Toronto
Feb. 15	Pachuca Lt. & Pwr. 5% 50-yr. 1st Mtge. Bds.	Toronto
Feb. 16	Dom. Oilcloth	Montreal
Feb. 16	Mex. Lt. & Pwr. 6% Cum. Deb. Stock	Toronto
Feb. 16	Mex. Lt. & Pwr. 7% Cum. Pfd. Shs.	Toronto
Feb. 17	Mex. Lt. & Pwr. 4% Cum. 2nd Pfd. Shs.	Toronto
Feb. 17	Mex. Lt. & Pwr. 4% Ord. Shs.	Toronto
Feb. 20	Can. Cement	Montreal
Feb. 23	Bell Telephone	Montreal
Feb. 24	Dom. Bridge	Montreal
Feb. 24	Dom. Fire Ins.	Toronto
Feb. 27	Mtl. Life	Montreal
Mar. 8	Quebec Pwr.	Quebec City
Mar. 15	Shawinigan Pwr.	Montreal

Municipal Bonds

Feb. 7, 1950

	Coup. %	Matur.	Bid $	Ask $	Yld. %
Victoria	3¾	'68	98½	100¼	3.73
Vancouver	3¾	'69	99	101	3.68
Calgary	3½	'69	99	101	3.43
Edmonton	3½	'69	99	101	3.43
Regina	3	'64	90½	92½	3.65
Moose Jaw	3-3½	'60	95	98	3.40
Winnipeg	3	'69	97½	99½	3.04
Ottawa	3¼	'68	103	105	2.89
Toronto	3	'68	99	101	2.92
Hamilton	3	'67	98½	100½	2.96
Windsor	2½	'75	72	75	4.05
Windsor	2¾	'75	76	79	4.05
Windsor	3¼	'75	88	91	4.05
Montreal	3	'70	93	96	3.27
Quebec	3¼	'64	99	101	3.42
Halifax	3	'68	95	98	3.15
Saint John	3½	'65	98	101	3.42

Investment Trust

	Bid	Ask.
Affiliated Funds	4.23	4.58
Can. Int. Trust	4.50	5.25
Can. Invest. Fund	4.90	5.35
Can. Invest. Corp.	8.25	8.75
Corporate Invest.	8.81	9.52
Commonwealth Int.	3.62	3.96
Trans-Canada	14.65	....
Do. B	....	15.40
Leverage Fund	2.68	2.95

F. H. DEACON & CO.
Business Established 1897
Members The Toronto Stock Exchange
197 BAY ST. — TORONTO 1 — ELGIN 3401

DEACON FINDLEY COYNE
LIMITED
MEMBERS INVESTMENT DEALERS' ASSOCIATION OF CANADA
Government, Municipal and Corporation Bonds
197 BAY ST. — TORONTO 1 — ELGIN 3401

J. E. GRASETT & CO.
Members The Toronto Stock Exchange
244 BAY STREET, TORONTO WA. 4781
BRANCH
3030 DUNDAS ST. W. (opposite High Park Ave.) JU. 1167

MOSS, LAWSON & CO.
Members The Toronto Stock Exchange
• Most people work hard to make money—few put the same effort into making their savings work hard for them. Our long experience and accumulated knowledge of stocks and stock markets have helped a lot of folks to build a better financial future for themselves. We can try to help you—if you ask us.
219 BAY ST. • TORONTO 1 • ELGIN 9281
FRANK G. LAWSON • WILLIAM J. KERR • DONALD M. M. ROSS • R. B. G. CLARKE

THOMSON & Co.
STOCK BROKERS
Partners
M. A. Thomson
A. J. Davis
H. H. Rath
H. E. Murray
Members
Montreal Stock Exchange
Montreal Curb Market
Toronto Stock Exchange
TORONTO
67 Richmond St. W.
Phone: WA. 4894
MONTREAL
355 St. James St. W.
Phone: MA. 6311

Equitable Life Reports Good Growth in 1949

Balance Sheet, December 31, 1949

ASSETS

Real Estate:		
Office Premises	$60,000.00	
Other (Held for Sale)	27,905.58	
		$87,905.58
Mortgages on Real Estate		15,292,419.25
Agreements for Sale		257,293.40
Loans on Policies		847,259.78
Bonds and Debentures (Book Value)		4,172,384.78
Stocks (Book Value)		49,703.32
Cash on Hand and in Banks		31,735.32
Interest Accrued		63,559.36
Premiums Due and Deferred (Net)		307,127.00
TOTAL ASSETS		$21,109,387.79

LIABILITIES

Policy and Annuity Reserves	$17,189,719.00
Provision for Unpaid and Unreported Claims	164,113.00
Amounts Left with the Company at Interest	946,624.00
Taxes, Expenses and Accounts Due and Accrued	56,730.00
Other Liabilities	133,700.18
Staff Pension Fund	195,188.00
Dividends Allotted to Policyholders	95,436.00
Investment and Contingency Reserves	800,000.00
CAPITAL PAID IN	327,155.00
SURPLUS	1,200,722.61
TOTAL LIABILITIES	$21,109,387.79

Increase in Assets $1,295,870 . . . Policy Reserves higher by $1,059,031 . . . Payments to Policyholders and Beneficiaries $1,072,683 . . . New Business increased to $10,627,066 . . . Insurance in Force $73,459,582.

PROTECTION
THE EQUITABLE LIFE
INSURANCE COMPANY OF CANADA
HEAD OFFICE—WATERLOO, ONTARIO

A 3-Star Investment

★ SAFETY
★ MARKETABILITY
★ INCOME

Imperial Oil 3% Debentures
Due 15 December, 1969
Imperial is Canada's largest producer and marketer of oil products. Current earnings equal to 18 times annual interest. Recommended for conservative investment.
Price—at the market, to yield about 3.05%
Write to us for details.

Members
The Toronto Stock Exchange
Direct Private Wire to Montreal and New York

Milner, Ross & Co.
INVESTMENT DEALERS
330 BAY STREET TORONTO
Hamilton Brantford Windsor Brampton

LONDON CALLING—*By Adelphi*

Liberal Party Seen Offering Alliance Should Socialists Just Scrape In

LONDON — This past week saw an unusual prelude to the actual electoral battle when the leaders of all parties and many candidates went to a special service at St. Paul's Cathedral. I have never known this to happen before but it was a dignified affair and perhaps emphasized that the Church is one of the three estates that govern the realm.

By the time this is published the battle will be on at full blast, but I doubt if the public will get very excited. However, Lord Beaverbrook announced that he is cutting his winter sojourn in Jamaica and coming home to England. He may be able to inject some excitement into a campaign that has suffered from the deadening influence of a preliminary three weeks' phony war.

As we anticipated the Tories have now become favorites in the betting. The Socialists fired their broadside too soon and are weary with repetition. The Tory manifesto was full of promises of better things to come, and has had a very favorable reception.

* * *

Liberals Get Spotlight; More Color, Unpredictable

I am sorry to say that the Liberals are attracting more attention than either of the other parties for the simple reason that they are more colorful and unpredictable.

For example, fiery young Colonel Frank Byers, the chief Liberal Whip, did a radio broadcast in which he taunted Churchill with pretending to be the champion of liberty while conniving with Attlee to give the Liberals only two broadcasts of 20 minutes each, although allotting three half-hour broadcasts to the Socialists and Tories. I must explain that the 28-year-old Byers was a pet staff officer of Montgomery's and took a great delight in ordering generals about.

Churchill issued a polite reply in which he inferred that Byers was a liar. It seems that Byers was present when Churchill offered to give up one of the Tory broadcasts to Lady Violet Bonham Carter, a staunch Liberal.

Thus Byers was exposed, but as usual there is a story behind the story. Lady Violet, who is the daughter of the famous Asquith, declared publicly a few weeks ago that if she had a thousand votes she would not give one to the Socialists. It was no doubt for this reason that Churchill was willing to give up radio time for her despite the fact that she was a Liberal.

* * *

Defeat Seen Likely For Liberal Leader

But the fun and games do not end there. Clem Davies became the Liberal Leader when Sir Archibald Sinclair was defeated in 1945. Sinclair is running again and will probably win, so Clem will not let him broadcast. In fact it is pretty evident that Clem Davies, Frank Byers and Lady Megan Lloyd George have formed an axis with the intention of offering an alliance to the Socialists, if, by chance, they (the Socialists) are returned with a small majority.

The only trouble is that all three of them will probably be defeated, whereas Sir Archibald will almost certainly be returned.

Sir Archibald, who was Secretary of State for Air during the Hitler war, has a great affection for Churchill because he was a major in the battalion commanded by Churchill in the front line in the period following his resignation as First Lord of the Admiralty in 1915.

Broadly speaking, the great Churchill is not rousing the enthusiasm that was expected. But as the campaign hots up he may come into his own.

* * *

Acceptance of Sterling Seen Only Hope in Trade

I had a long talk with Bob Bryce, President of the Canadian Chamber of Commerce, in company with The Post's Ken Wilson. They have both worked hard at the conference with the British over the vexed question of Anglo-Canadian Trade. Mr. Bryce is so vigorous and of such powerful build that is difficult to believe that he is in his 70th year.

The Times this morning publishes a report that the C.C.F. is urging the Canadian Government to accept payment in sterling for a large percentage of its exports to the Sterling Area. I know that such a suggestion must shake St. James's and Bay Streets to their foundations but it is difficult to see how the present rot can be stopped if such a plan is not adopted.

I gather that Mr. Bryce is hopeful that multilateral trade and free convertibility of currencies is not far away. If he is right then life will just be one sweet song again, but I cannot share his optimism.

* * *

"Santa" Cripps Frees Sterling For Scandinavian Holidays

Sir Stafford Cripps in the role of Santa Claus has announced that from now on we can go to Scandinavia and spend all the sterling we like. Such is human nature that as soon as this dispensation was made public everybody felt that the one place they did not want to visit was Scandinavia.

Switzerland is having a very grim time, for a British visitor is only allowed a few shillings a day. The hotels are half empty and the cocktail bars are silent. In Austria, where the exchange is favorable to sterling, a great number of Britons are doing their skiing. They report that food is both good and plentiful and that the Austrians are still the most charming people in the world.

W. ALEXANDER

has been appointed executive vice-president of Mercury Mills Ltd.

With ocean rates what they are I do not see how any of us, except exporters and film stars, can afford to go to Canada or U. S.

However, the tourists from North America, who will be able to enjoy the devalued pound, will have to return so I suppose the shipping companies are not breaking their hearts at the loss of British patronage.

How willingly we would spend our sterling in Canada if only you did not look with such scorn upon the humble pound.

* * *

We had a week of winter but no snow, at least in Southern England. Now we are having spring in February, which is all very odd and may partially account for the political lethargy.

COMPANY REPORTS

MUTUAL LIFE ASSURANCE CO. OF CANADA gained more than $90 millions in business in force in 1949, with new insurance about $16 millions higher. The figures for both business in force and new insurance this year are on a net basis excluding reassurances ceded and annuities. Total business in force on Dec. 31, 1949, was $1.069 millions and new insurance $120 millions. Total assets were up almost $21 millions to $345 millions and the rate of interest earned on invested assets was higher at 3.89% (3.80% in 1948).

At the annual meeting in Waterloo, Ont., General-Manager A. E. Pequegnat stated that "for over 20 years the trend of interest earnings has been downward with a resultant increase in the cost of life insurance protection, but it is interesting to note that for the first time since 1927, other than the year 1944, when the recovery of interest previously written off was unusually large, the curve is no longer downward, the gross interest rate for the year 1949 3.89% being an increase of 0.09% over the previous year."

Expenses were 15.01% of real income, a decrease of 0.62% from the previous year and the first decline in this ratio since 1944, added Mr. Pequegnat. Mortality experience, although above 1948 level, continued satisfactory. The problem of providing for deferred liability under annuity contracts "is causing life insurance companies considerable concern," said Mr. Pequegnat and accordingly the company is not promoting additional annuity business other than that associated with life insurance contracts. Volume of group insurance in force increased $19 millions to $95 millions. Policy payments in 1949 totaled $19 millions.

	1949	1948
	$000	
Insurance in force*	1,068,698	978,235
New insurance*	120,009	104,252
Total income	52,545	48,001
Premiums	31,157	28,308
Int., divds., rents	12,482	11,460
Policy payments	19,063	17,418
Expenses	6,747	6,416
Incr. in pol. res.	19,477	17,659
Surplus earnings	6,172	5,539
Pol'holders' divds.	4,849	4,428
Prov. for p'holders' divds. in subsequent year	300	300
Liabs. to p'holders incl. actuarial reserves	317,604	298,192
Other liabs.	1,439	1,424
Special res.	11,213	10,749
Total assets	345,293	324,579
Free surplus	15,037	14,214
Interest earned	3.89%	3.80%

*On net basis excluding reinsurance, annuities.

Can. Aniline, Hamilton, Adds Lab, Office Units

Canadian Aniline & Extract Co., Hamilton, Ont., detergents and textile chemicals, expects to complete in April a new research laboratory and administration building now being built as additions to its plant. The plant was built in 1946, doubled in 1948. The extension now nearing completion will release some existing space for expansion of manufacturing operations. Canadian Aniline is headed by W. P. Gudgeon.

Carrier

HELPS MAKE
HIGHWAYS FROM SKYWAYS

Far above the earth men travel a super highway. But before flight was possible along these strange and starry routes, engineers were called upon to solve baffling problems. In the flight of the mighty Stratocruise fleet Carrier Air Conditioning equipment, of aluminum, plays an important role. Such equipment counteracts the heat resulting from the compression of air necessary to have pressurized cabins.

Here again Carrier Air Conditioning, at a cost trifling when compared with the advantages gained, answered a vital need of today. If you have an air conditioning problem, Carrier engineers can solve it quickly, economically, scientifically. A survey of your requirements can be arranged without delay or obligation.

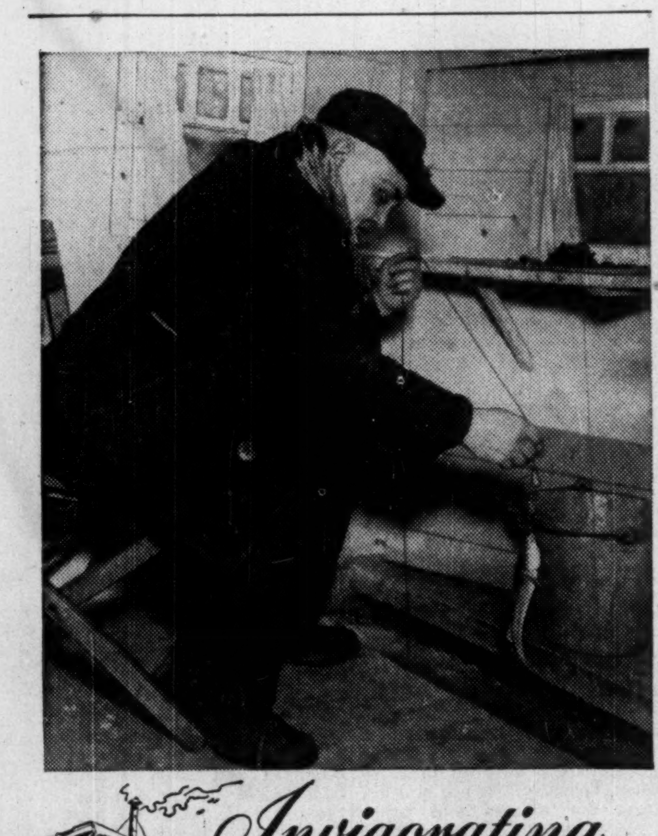
Carrier

AIR CONDITIONING • REFRIGERATION • INDUSTRIAL HEATING
Carrier Engineering Ltd., 172 King St. E., Toronto.
Branches and dealers in principal cities.

GECO TORONTO CANADA LONDON ENGLAND

CONSULTATION
RESEARCH and DEVELOPMENT
DESIGN
CONSTRUCTION
MANAGEMENT

THE
GENERAL ENGINEERING
COMPANY (CANADA) LIMITED
100 ADELAIDE ST. W., TORONTO



Invigorating

Ontario has become the winter-vacation land for a vast number of America's outdoor enthusiasts. Fishing through the ice . . . a fish-fry in the out-of-doors . . . the blood-stirring exhilaration of clear, frosty air—these are part of the daily program at many Ontario resorts enjoyed by our tourist visitors. Tourist business is good business for everyone. Let's treat our visitors with the hospitality that brings them back. John Labatt Limited.

FOR
ICE-FISHING
ENTHUSIASTS

Labatt's
BREWERS SINCE 1832
UNION MADE

NOW! OTACO PRODUCES WHEELS FOR ANY PURPOSE — IN ANY QUANTITY

Investigate the Otaco disc wheel line. Made right in Canada by people with 70 years experience in wheel making. Wheels only or complete wheel and axle assemblies. Standard hubs immediately available or hubs made to suit your needs. Take advantage of this on the spot service. Inquire about sturdy, efficient, Otaco Disc Wheels.

OTACO LIMITED Orillia, Ont.

IN TORONTO...
CARS and TRUCKS
FOR RENT

CALL
car-U-drive
COMPANY LIMITED
100 RICHMOND
STREET WEST
TORONTO, ONT.
AD. 5733

THERE'S ONLY ONE LEADER

FORD IS FIRST IN SALES

CANADA'S NO. 1 CHOICE

IN 1949
MORE FORD CARS WERE SOLD
IN CANADA
THAN ANY OTHER MAKE

HERE'S THE RECORD:

FORD	30,038 CARS
CAR #2	27,314 CARS
CAR #3	19,884 CARS

Yes, FORD'S OUT FRONT AS CANADA'S GREAT NEW SALES LEADER ! You probably guessed it, as you saw more and more Fords take to the road . . . saw more and more of your friends and neighbours swing their buying preference to Ford. *NOW official government new-car registration figures confirm it.* More Canadians bought Fords in 1949 than ANY other new car.

To the old friends and new who have made this leadership possible, we say a warm "Thank you !" . . . and pledge ourselves to deserving your continued preference through ever better products and ever better service.

To everybody, we extend a cordial invitation to "test-drive" the new '50 Ford—50 ways new. You'll discover that this great new '50 Ford is the one *fine* car in the low-price field . . . *its quiet whispers quality.*

Ford
MONARCH

Before you buy any new car...
TEST-DRIVE THE '50 FORD-50 WAYS NEW

The Financial Post

Vol. XLIV | Member of Audit Bureau of Circulations | Publication Office: Toronto, February 11, 1950 | Fifteen Cents an Issue, Five Dollars a Year | No. 6

Quebec Looks to Expansion in Many Fields

By PAUL DEACON

La Province de Quebec.

The Province of Quebec.

No matter how you say it, it's a province with a future.

Industry in Quebec has been surging ahead in recent years, and from present indications, the boom is going to continue.

For one example: Look at the recent growth in the value of output by its manufacturing industries: 1935, $770 million; 1940, $1 billion; 1945, $2.5 billion; 1950, $3 billion.

For the long pull, look at some of the things that are already under way in various sections of the Quebec economy.

Electric Power

Quebec now has nearly 6.2 million hp installed Hydro-Electric generating capacity, 53% of total Canadian installed power. By 1952, it will have increased its capacity 11% over this figure to 6.9 million hp, on the basis of power projects now under construction. Cost of work now under way totals about $70 millions with a new 300,000 hp installation going in at Quebec Hydro's Beauharnois No. 2 plant (600,000 hp eventually) and a new 325,000 hp development by Shawinigan Water & Power Co. La Trenche (384,000 hp eventually).

Even with this increase in installed capacities, Quebec will still have as much potential power remaining available for development. This abundance of power has been a deciding factor in attracting many of its industries, particularly aluminum, pulp and paper, the chemicals group, and more recently, titanium.

Mining

Biggest mining project now on tap is the huge Quebec-Labrador iron ore development on which up to $200 millions will be spent for mining facilities, a 360-mile railway, and docking facilities at Seven Islands. At the moment, $5 millions are being put into development work to check previous results and to extend tonnages already proven before the go-ahead signal is given. A total of $6 millions has been spent already on exploration and development. Initial production when the venture gets under way will be 10 million tons of iron ore a year from which both Quebec and Newfoundland will benefit.

Nearing the production stage now is the $25 million iron and titanium product of Quebec & Titanium Corp. This involves an electric smelter with five of the largest electric furnaces known. The plant at Sorel will handle 1,500 tons of titanium-bearing ilmenite ore, with an annual output of 176,000 tons of pig iron and 223,000 tons of titanium slag. To supply the necessary power, a contract for 160,000 hp has been arranged with Shawinigan Water & Power Co.

Initial production at Sorel will begin late this summer.

Textiles

High level operations are anticipated in the textiles industry, at least through the first half of 1950. The largest of the cotton textile firms, Dominion Textile Co., is in the midst of a $7.5 million expansion and modernization program, including a new $1.5 million extension to its St. Anns plant at Montreal with other projects at Mt. Royal and Magog mills. The St. Anns plant extension is scheduled for completion this year. Other plants have also been improving and adding to their existing facilities.

Canadian Celanese Ltd. spent $3 millions in 1949 in a big expansion program, and a capital outlay of another $12 millions in the previous five year period to boost rayon output.

Other textile plants scheduled to start up in 1950 or later include two new carpet manufacturing plants at Ste. Therese and Granby, a new rayon fabric plant at St. Rose Laval, a new full fashioned hosiery plant near St. Lambert. Several other mills completed extensions in 1949 or will do so early this year.

Chemicals

New $4.5 million plant at Beauharnois, Que., of Dominion Alkali & Chemical Co., Dominion Tar & Chemical's subsidiary, will be in production for its first full year in 1950. Plant manufactures chlorine and caustic soda, largely for the pulp and paper industry. It started operations in February, 1949.

Canadian Industries Ltd. is in the midst of a $4 million expansion of its facilities at its Cellophane, chemicals and plastics plant at Shawinigan Falls. This plant will shortly produce a new plastic, polythene, which up till now has had to be imported. It has also recently started production of cellulose sponges.

Also at Shawinigan Falls, Shawinigan Chemicals and Canadian Resins & Chemicals, jointly owned by Shawinigan Chemicals and Union Carbide & Carbon Corp., have recently spent over $2.5 million on extensions and new plants for new products.

While overseas chemical markets fell off in the latter part of 1949, domestic sales of chemicals of all types, including plastics, medicines and pharmaceutical products, and paints, have been at a high level.

Pulp and Paper

Though about 5% below 1948 figures, operations of the pulp and paper industry have been close to capacity and outlook for the current year is favorable if the Canadian and American economies in 1950 can continue at today's high levels, industry men say. Contraction of world trade has adversely affected the overseas markets.

Newsprint especially has been showing up well with capacity output and steady prices. The Quebec industry is bringing in about $300 millions in U. S. dollars annually in export sales.

Aluminum

Second largest ingot and semi-fabricated producer in the world, Quebec's aluminum industry in 1949 exported aluminum valued at $90 millions, a gain of $6 millions over the previous year. Of this, $49 millions went to United Kingdom and $20 millions to the United States. Sales to the foreign markets have been maintained thus far, despite international trade restrictions.

There are indications that Aluminum Co. of Canada may soon be permitted to undertake further development of its hydro-electric power resources in order to safeguard its power supply. In 1948-49, production had to be curtailed due to insufficient supplies of water for its huge Saguenay River power installations. Last fall, Premier Duplessis indicated that this expansion would involve an increase of 400,000 hp in the company's capacity.

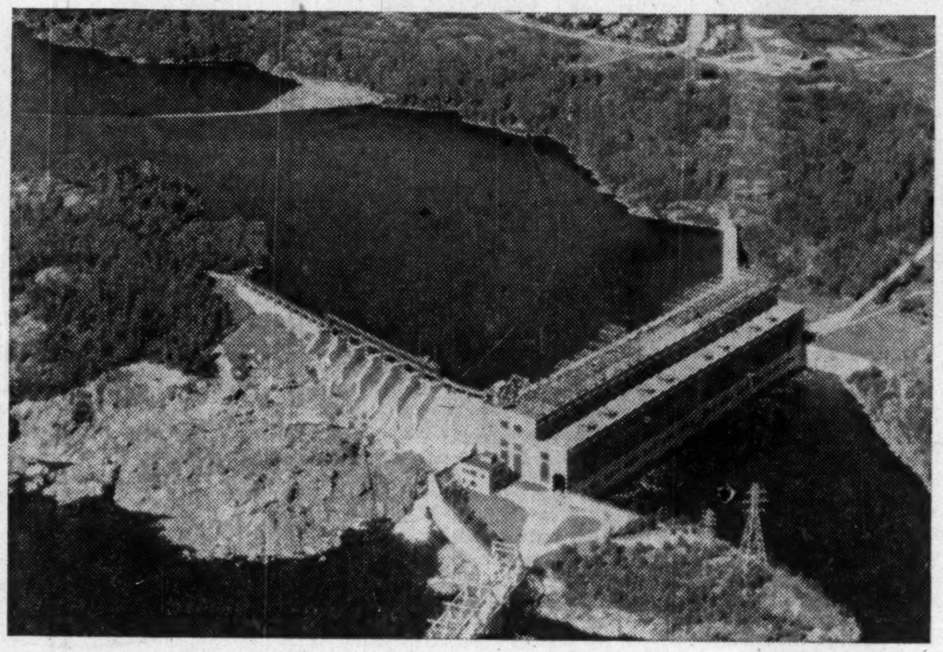
How They Do It

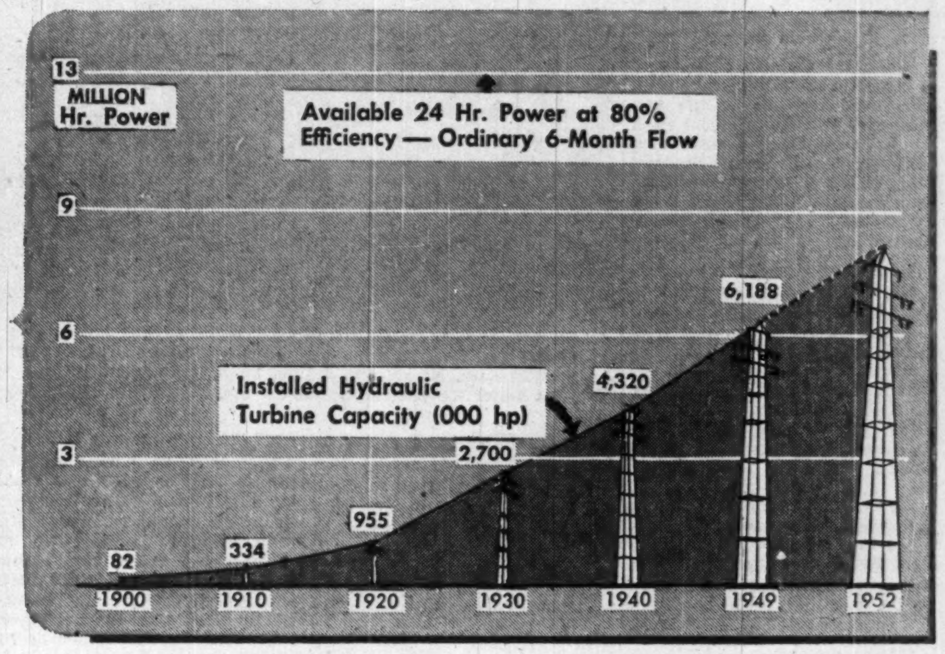
These are just some of the examples of industrial avenues along which Quebec is expected to expand in 1950 and succeeding years. The growth has been sparkplugged by energetic businessmen and government leaders alike.

The Quebec iron and titanium project is a good illustration of the type of basic selling job that has been done by private companies in order to expand Quebec's and their own growth. In this case, it was Shawinigan Water & Power Co. which helped to bring this company into the fold after its research division had spent two years helping to iron out some of the technical problems in connection with the smelting operations.

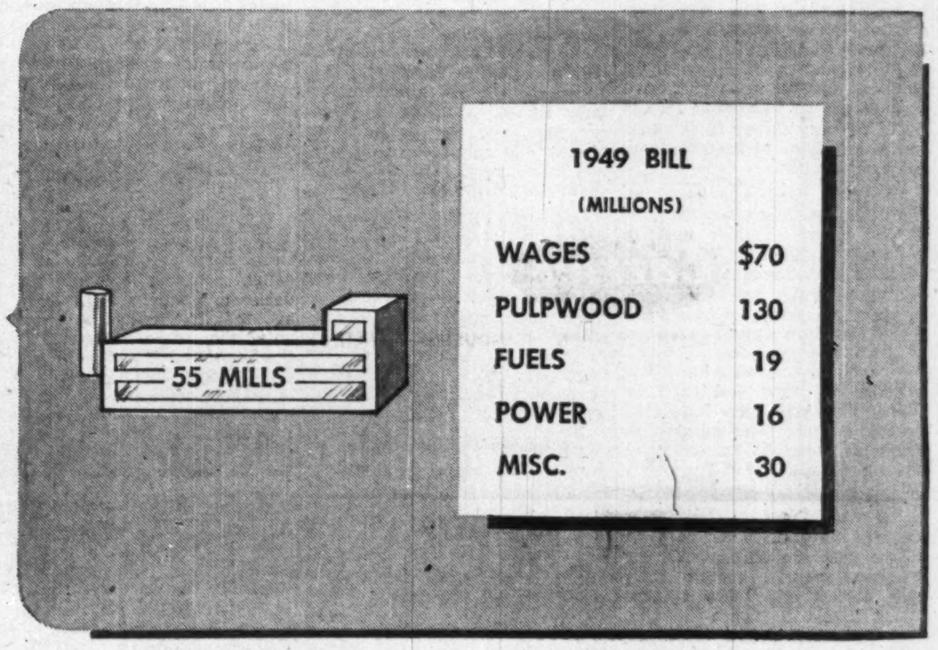
Not only has private industry pitched in to help attract new operations in Quebec, but its governmental authorities also have greatly encouraged this growth. Especially active have been the industrial commissioners and municipal authorities in the many communities, large and small, who have been on the lookout for new businesses which will add to local prosperity, give the localities greater diversification.

Harness Still More Water for Cheap Hydro Power . . . .

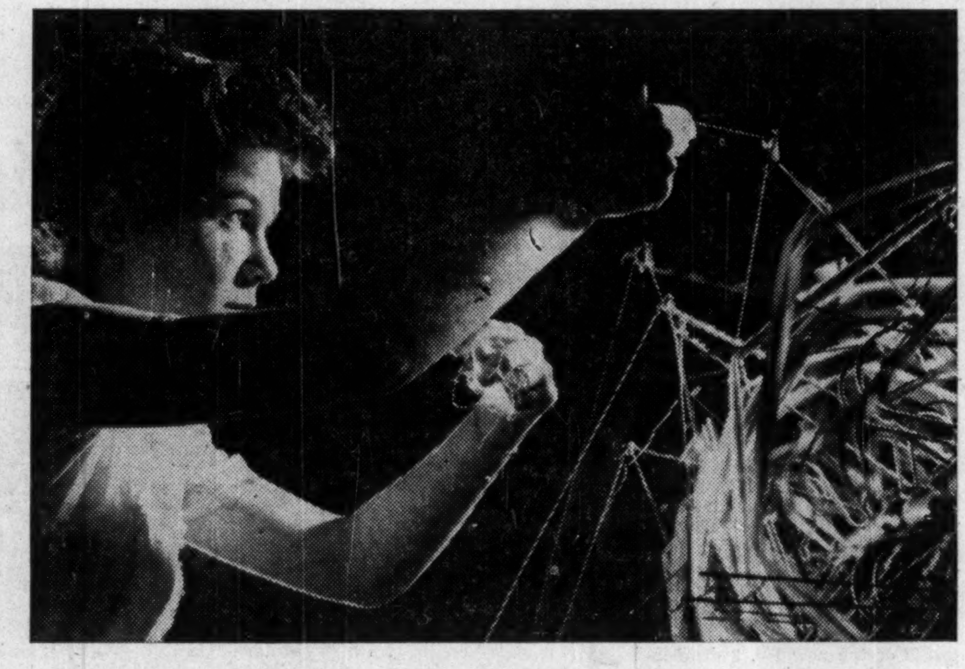


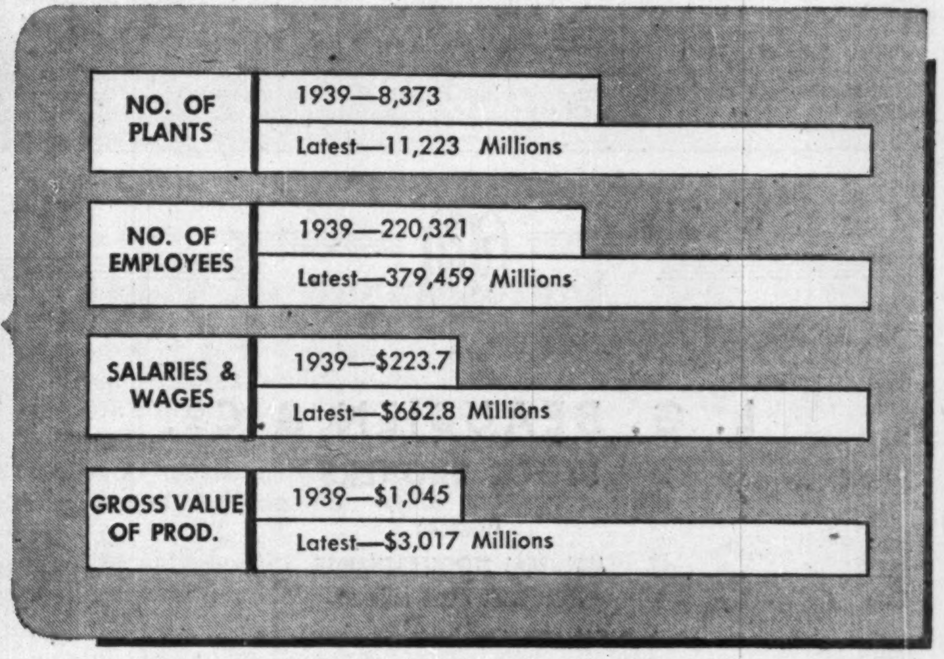

13
MILLION Hr. Power
Available 24 Hr. Power at 80% Efficiency — Ordinary 6-Month Flow
9
6
3
Installed Hydraulic Turbine Capacity (000 hp)
82
334
955
2,700
4,320
6,188
1900
1910
1920
1930
1940
1949
1952

Pulp and Paper Mills Provide Many Jobs . . . .

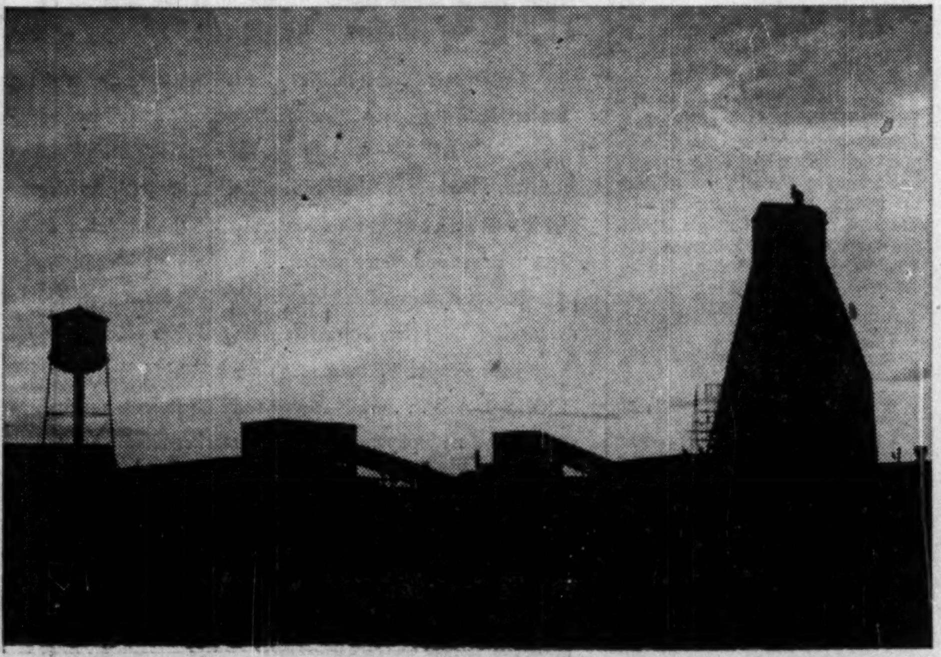


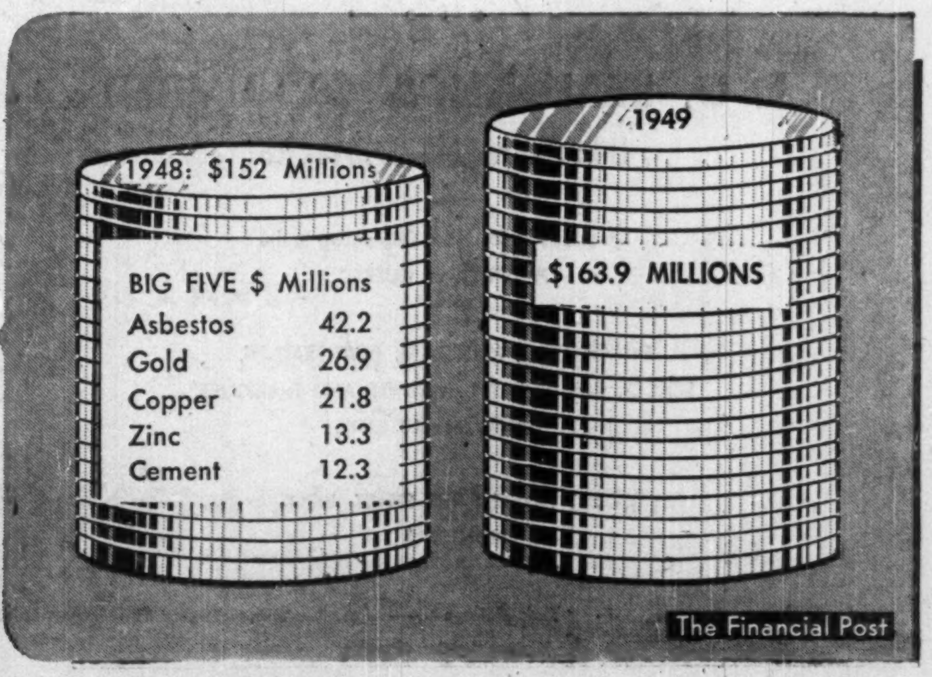
New Industries Broaden Manufacturing Base . . . .





Vigorous Development Boosts Mining Resources . . . .





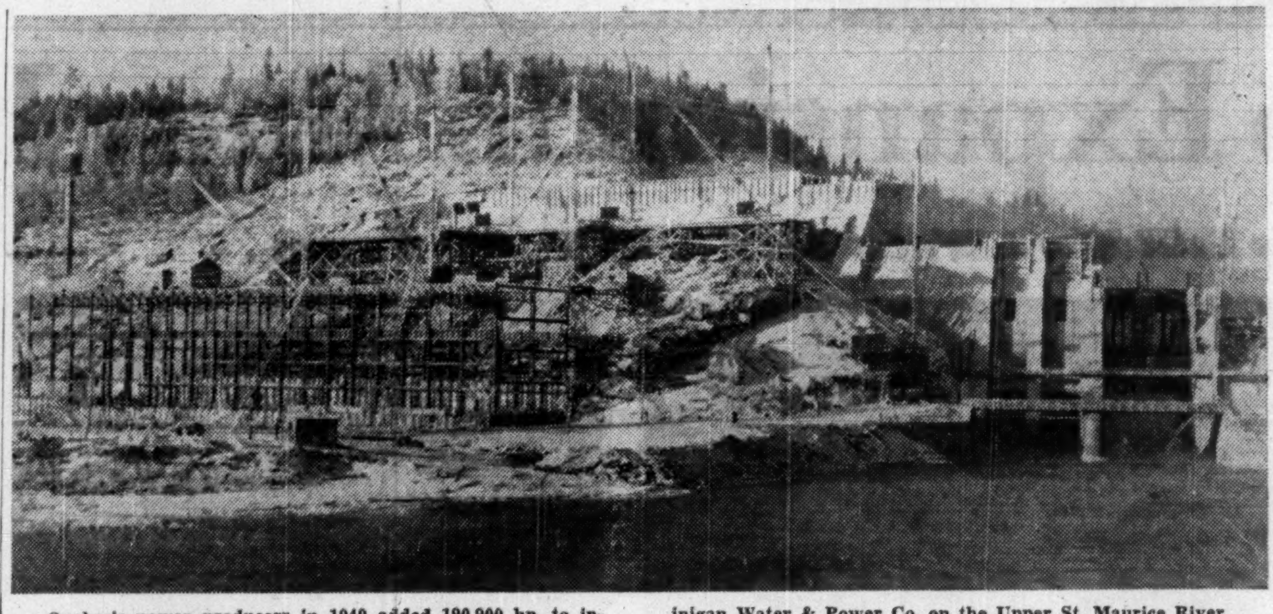
Hydro Power Key to Quebec Industrial Growth

Grid System With Ontario Being Planned

One of the most far-reaching developments in the Province of Quebec's power industry took place last year in Southern Ontario. The occasion: the start last October of the Ontario Hydro's changeover from 25-cycle to 60-cycle power.

When the Ontario changeover is complete (scheduled for 1959), the power systems of the two provinces will be interconnected by a co-ordinated transmission grid stretching from Windsor, Ont., to the Saguenay, according to plans now being worked out by Ontario and Quebec power authorities.

Interconnection of the two systems will be of great value to Canada strategically, will ensure low-cost dependable electrical energy for the two central provinces, and give them power advantages which will be the envy of the world, power men say. Eventually the grid system may be extended right across the continent.



Quebec's power producers in 1949 added 190,900 hp. to installed capacity, to bring the province's total to more than 6 million hp. Nearly one million hp. will be added by projects under way, including the La Trenche project of Shawinigan Water & Power Co. on the Upper St. Maurice River, where the first unit will be in operation next year, ultimate capacity to be 384,000 hp.

Quebec's Power "Pool"

Quebec, with over half Canada's total hydro-electric power installations, has been a leader in this power-pooling, with a system of its own in operation within the province since World War II.

It was developed so that surplus power in one section could be made available to other sections when needed. Initially, three companies' systems were linked in the power chain—Beauharnois on the St. Lawrence, Aluminum Co. of Canada on the Saguenay and Shawinigan Water & Power on the St. Maurice. By so doing, Quebec industries were able to get an additional 125,000 hp of primary power from existing installations to keep the war effort humming.

The plan used was based on the different flow characteristics of the rivers. There's quite a variation in the flow on the St. Maurice and Saguenay and the volume of water has to be regulated by a system of reservoirs which can store water not needed to turn the turbines. The St. Lawrence on the other hand, has a consistent flow and can't be stored; it's worth operating Beauharnois generators at capacity as much as possible in order to make maximum use of the water.

Thus whenever Shawinigan or Alcan wished to conserve their water supply, they could take power from Beauharnois during off-peak periods, reduce their own output and build up the water levels in the reservoirs. This year, this grid system was extended by a 17-mile line from Chambly to St. Cesaire, which allows the Southern Canada Power Co. system in the eastern townships to take power direct from Beauharnois. Southern Canada ordinarily gets a substantial part of its power from Shawinigan's St. Maurice system, but when there's surplus power available at Beauharnois, Shawinigan arranges with Quebec Hydro to make the deliveries from the St. Lawrence instead.

When Ontario is all on 60-cycle, this type of power passing play will present even greater possibilities. For instance, it will make it possible, in effect rather than in fact, to deliver power to Windsor from giant Shipshaw on the Saguenay. Actually, if such a need arose, it would work out more like a lateral passing play something like this:

Windsor phones for more power, but there's none available except at Shipshaw. Shipshaw can send the amount required to Shawinigan. Shawinigan, with some surplus now available, can deliver some to Quebec Hydro, which in turn can deliver to Ontario Hydro. Eventually, Windsor may get the power from Niagara but only because Niagara had capacity released after Shipshaw started the ball rolling.

Ordinarily the interconnected systems will revolve around the power developments where water can't be stored—Niagara and the St. Lawrence. By making full use of these, water could be conserved on the Ottawa, the Gatineau, the St. Maurice and the Saguenay, making available more primary power throughout the whole system.

Quebec's Power Wealth

As plans go ahead for this pooling of power resources by Canada's two most highly industrialized provinces, the Quebec part of the duo, like its neighbor, continues to add to its already great hydro-electric generating capacity. Its wealth of installed and potential power has been the key to past industrial progress, is setting the stage for still greater development.

Quebec's power producers added 190,900 hp to installed capacity in 1949, 40% of the 479,900 hp increase in Canada's total new capacity added during the year. Including the 272,050 hp capacity of Newfoundland's generating stations, Canadian total is now 11,622,668 hp, of which Quebec's 6,187,772 hp represents 53%.

Biggest single Quebec addition to available capacity was made by Shawinigan Water & Power Co. This company, which has been steadily building up its whole system, brought into operation the second and third units of 65,000 hp each at its new 195,000 hp No. 3 plant at Shawinigan Falls. This increased the capacity of all its installations there to 489,900 hp.

Also finishing 1949 with a greater capacity than a year ago was Gatineau Power Co., which added 27,000 hp through bringing into operation in October of a third and final unit at its Bryson plant on the Ottawa River. To provide water for the new unit, the company also completed a new regulating dam on the Rocher Fendu channel.

Other Additions

Quebec Hydro completed installation of a fourth unit of 16,000 hp at its Rapid VII plant on the Upper Ottawa River in the Temiscaminque - Abitibi area, bringing total capacity there to 48,000 hp.

Late in the year, Premier Duplessis announced that this plant was being sold by the provincial government to the commission. Sale price is $20 millions, for which the Hydro gets the Rapid VII plant, a dam and reservoir at Lake Dozois, and development rights at Rapid I, also on the Upper Ottawa. Up till now, the commission has been administering the Rapid VII plant for the government, which built the installation back in 1938. Field surveys of the Rapid I site are being conducted in anticipation of future development there.

On the Quinze River, Northern Quebec Power has been adding to its capacity. It raised the dam in order to provide an extra 20 feet of head, and by so doing upped the capacity of its existing generating units by 10,000 hp from their former 40,000 hp. This year it expects to put into service a fifth unit of 34,500 hp, thereby nearly doubling the capacity available prior to its building program.

There were several smaller installations completed last year too. These included two 1,600 hp units for Ogilvie Flour Mills' plant on the Lachine canal in Montreal and 4,200 hp for the municipality of Jonquiere at its new plant on the Au Sable River.

All in all, 1949 saw pretty stable additions to the province's generating capacity. But far bigger things are still in the offing.

Big Projects Under Way

Some of these big projects, like the proposed 1.2 million hp development on the St. Lawrence at Montreal, and development of the reported million horsepower available in Ungava, are perhaps some years off.

But already under construction are a couple of power developments which have a combined potential of just under one-million hp. Initially, both will have roughly the same capacity — Shawinigan's La Trenche, 325,000 hp and Quebec Hydro's No. 2 development at Beauharnois, 315,000 hp. Ultimate capacity at La Trenche is 384,000 hp, at Beauharnois No. 2, 690,000.

About 1,200 workmen are now employed on the construction of the La Trenche plant on the Upper St. Maurice River. First unit is to be ready in 1951. The cofferdams in the main river were completed last summer and the river flow has been diverted through a by-pass channel. Erection of the main dam is under way following completion of excavation work. Foundations for the power house are in and erection of the superstructure was begun late in the year. They're also getting ahead quickly on the intake section.

And by 1952, they will once more have harnessed the St. Maurice flow, this time to provide another 325,000 hp for the use of Quebec industries, farms, homes, offices and commercial establishments. Even without La Trenche, installed capacity on the St. Maurice system totals 1,285,400 hp, at Rapide Blanc, La Tuque (St. Maurice Power Corp.), Grand'Mere, Shawinigan Falls and La Gabelle. Ultimate capacity of the river when fully developed will exceed 2-million hp.

Unlike the St. Maurice system, which depends upon the Mattawin, Manouan and Gouin reservoirs to store water, the St. Lawrence River has one of the most consistent flows of any river in the world, and is not dependent on artificial storage. The Beauharnois canal, 15 miles long and 3,300 ft. wide, carries 90,000 cu. ft. of water per second out of the St. Lawrence's normal flow of 220,000 cu. ft. per second.

There's already over 700,000 hp capacity in the Beauharnois No. 1 development and next year will see the startup of the first three units of the new No. 2 development. These will have a capacity of 55,000 hp each. Three more such units are expected to be installed by 1952, with room eventually for still six more. The intake canal is being dredged to allow more water to be diverted to supply the new units.

Cost of Expansion

Such vast installations as the La Trenche project and Beauharnois No. 2 require the investment of large sums of money. For example, Shawinigan expects to spend $32 millions at La Trenche by 1952; Quebec Hydro $40 millions at Beauharnois No. 2 by the time all 12 units are installed.

And that's not the whole story. Further large amounts have to be spent for transmission lines, for extending distribution systems, and so on. For instance, Shawinigan will not only pay out $32 millions for the La Trenche plant, but will have to spend another $4 millions for transmission lines to deliver the power to Trois Rivières at the mouth of the St. Maurice.

As part of its $83.6 millions capital expenditure program covering the six years 1947-52, this same company spent $16,764,000 in 1948, over $20 millions in 1949 and expects an outlay of more than $22 millions this year. The 1948 expenditures include $5.8 millions for extensions to rural and urban distribution facilities and $8.1 millions for new power plant construction at Shawinigan Falls and La Trenche.

Seek Higher Rates

Rising costs of labor, materials and equipment caused some Quebec power producers to seek higher rates for their electricity last year. The Provincial Electricity Board granted Shawinigan an interim rate boost from Jan. 1, 1950, for sales to domestic and small commercial users which works out to an average increase of 25c per month per customer, adds an estimated $500,000 yearly to company revenues. Negotiations for a further increase are still proceeding. Lower St. Lawrence Power also applied for and received increases last year.

Whether owned by the investing public or by the Government, power systems couldn't operate at the old rate levels on a sound financial basis and still maintain their usual service and efficiency, according to Shawinigan President James Wilson.

Quebec power producers get the lowest average revenue per kilowatt hour for any area on the continent, yet nowhere else are electrical services more generally available, nor more efficient and dependable, he holds. If there's a slow-down or postponement of additions to generating capacities, extensions to distribution facilities and improvements to electrical service, the whole economy will suffer.

To back up their contentions, power companies point out that while the cost-of-living index is nearly 40% higher than it was in 1926, the average cost per kilowatt hour of electricity in Quebec showed a steady trend downward until at the end of 1949 it was not quite two thirds of the 1926 cost.

If the rates are adjusted upward sufficiently, expansion of generating capacity is certain to continue; if they aren't, current inadequate rates are bound to lead to power shortages with periodic interruptions to service which will hit all classes of customers, the power people say.

Consumption of Quebec power has been running at a high rate, with available statistics on 1949 indicating that sales of both primary and secondary power topped 1948. Due to drought conditions in 1948, total consumption of 19.2 billion kwh. was nearly 5% below the 1947 figure, but consumption of primary power was up 13%.

Since primary power is "firm" power, and secondary power is sold at low rates with interruptible deliveries depending on peak load conditions, the higher sales of primary power improved the gross revenues of the generating companies. The steady

(Continued on page 25)

THE MOST PRODUCTIVE ADVERTISING
BUY IN FRENCH QUÉBEC!

Families, like radio ratings, come higher in Québec. And in this vast market "TRANS-QUÉBEC" gives you a potential audience of 499,320 families—at only 43c per thousand! "TRANS-QUÉBEC's" combination of Basic and Member Stations means coverage of no less than 80% of the entire Québec market—urban, rural, farm! That's why "TRANS-QUÉBEC" Radio Group is the most outstanding value in private radio available anywhere.

BASIC GROUP
CKAC Montréal
CHRC Québec
CKRS Jonquière

MEMBER STATIONS
CHNC New Carlisle
CKBL Matane
CJFP Rivière-du-Loup

RADIO GROUPE
TRANS-QUEBEC
INC.

Sold exclusively by
Jos. A. Hardy & Co. Ltd.
Montréal — Toronto

Montréal
Jos. A. Hardy & Co. Ltd.

Toronto
Wm. Wright

New York & Chicago
Adam J. Young, Jr., Inc.

L. G. BEAUBIEN & Co.
STOCK BROKERS

MEMBERS
MONTREAL STOCK EXCHANGE
MONTREAL CURB MARKET
AND CANADIAN COMMODITY EXCHANGE

221 NOTRE DAME STREET, WEST
MONTREAL 1

• • •

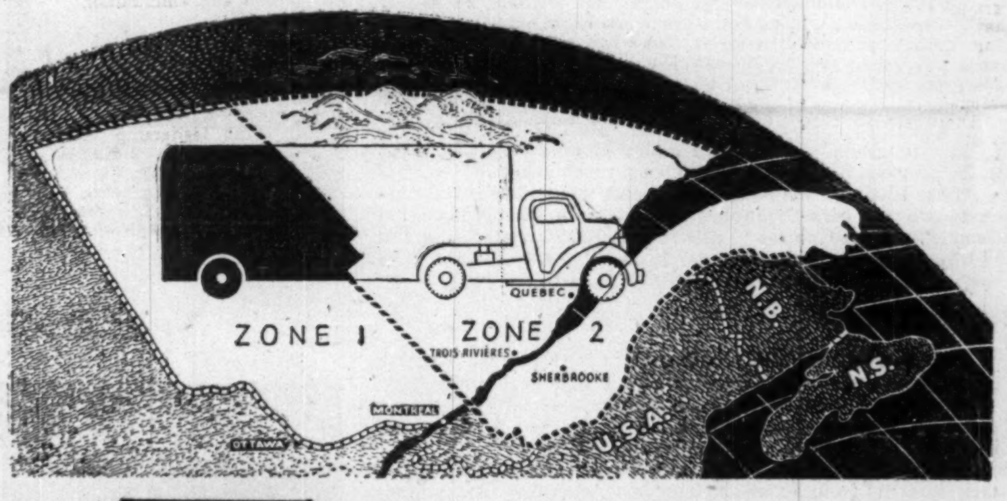
L. G. BEAUBIEN & Co., LIMITED
INVESTMENT DEALERS

Specialists in Securities Originating in the
PROVINCE of QUEBEC

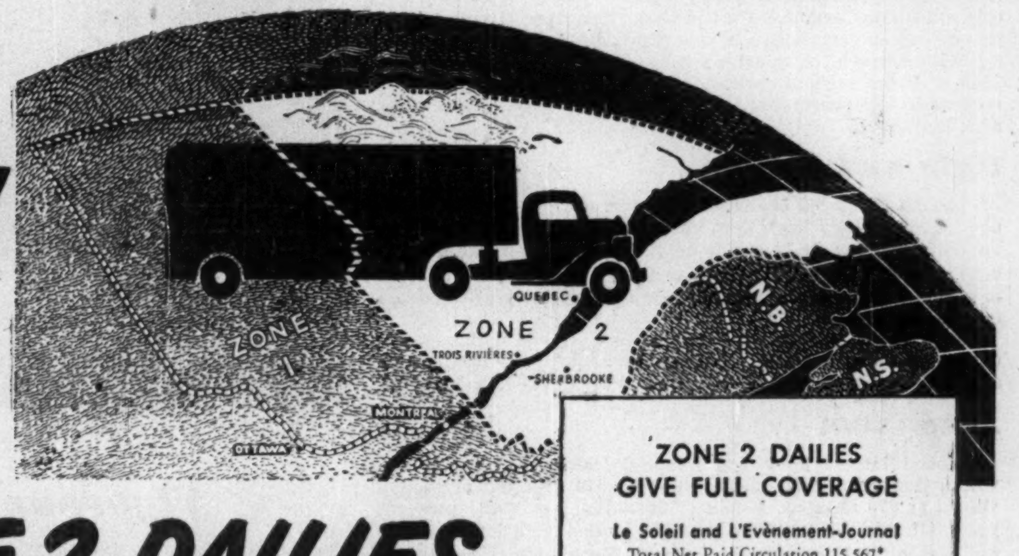
GOVERNMENT, MUNICIPAL, CORPORATION,
SCHOOL COMMISSIONS, PARISHES AND FABRIQUES,
RELIGIOUS INSTITUTIONS.

221 NOTRE DAME STREET, WEST
MONTREAL 1

Quebec — Ottawa — Trois Rivières — St. Hyacinthe — Shawinigan Falls
Paris — Brussels



To get your FULL share of the Quebec Market you NEED the



ZONE 2 DAILIES...

Only the ZONE 2 Dailies give *complete* coverage of the resources-rich eastern half of Québec Province. "Outside" dailies have negligible circulation in ZONE 2 — where more than half Québec's French-speaking people live . . . where one-half billion dollars annually flow through retail channels! This vast area east of the Montreal and Ottawa Valley districts is rich in mines and water power . . . humming with progressive industries, prosperous farming, lumbering and fishing communities. Its major payrolls swell dollar sales. To realize your *full* sales potential in Québec Province, your advertising must reach the 1,372,125 French-speaking prospects in ZONE 2. And . . . the best way to reach them is through their favourite newspapers — the alert, market-blanketing ZONE 2 Dailies.

ZONE 2 DAILIES
GIVE FULL COVERAGE

Le Soleil and L'Evènement-Journal
Total Net Paid Circulation 115,567*
QUEBEC CITY. Also, lower St. Lawrence and Gaspe; industrialized Chicoutimi-Saguenay; mineral-rich Northern Québec.

Le Nouvelliste
Total Net Paid Circulation 22,833*
TROIS RIVIERES. Also, Cap de la Madeleine; south shore St. Lawrence, St. Maurice Valley lumber and pulp region; industrial Shawinigan Falls and Grand'Mère.

La Tribune
Total Net Paid Circulation 18,046*
SHERBROOKE. Also, wealthy agricultural and industrial Eastern Townships region, including large summer colonies and resort hotels.

*156,446 — Combined Net Circulation of ZONE 2's three papers. A.B.C. first quarter of 1949.

For brochure fully describing this rich heart of the Québec market, write, 'phone or wire to
A. H. Toppin, 9 Toronto St., Toronto 1
Tel. ELgin 6922

ZONE 2 DAILIES
LE SOLEIL (L'Evènement-Journal) Québec City
Le Nouvelliste Trois Rivières
LA TRIBUNE Sherbrooke

Here Are Growing Quebec Communities

Building permits up to 10 times in value those issued in 1939 — new industries and expansions, new schools, hospitals, stores, apartments and homes — that's the record of many Quebec communities for 1949. With the co-operation of Chamber of Commerce, Board of Trade and municipal officials, The Financial Post reports in this issue on the growth and prospects of a number of these communities.

Greater Montreal

POPULATION (est. Montreal Economic & Tourist Dev. Bureal)—1,650.000.

BUILDING PERMITS (Montreal city proper):

	No.	Value
1939	2,981	$ 9,253,506
1949	7,595	89,189,931

A tally of construction contract awards not far short of one quarter of a billion dollars in 1949—the figure shown on the contract record of MacLean Building Reports is $215 millions—puts Montreal city and its immediate suburban district at Canada's top position as an expanding builder among the nation's 12 metropolitan areas.

Here's how Greater Montreal shaped last year by individual categories:

Residential $128 millions.

Combined institutional and commercial $49 millions.

Industrial $27 millions.

Engineering works $11 millions

For the housebuilding season now about to open, there is some expectation of "slight" decline from the 1949 record level in Canada and Montreal area alike. National forecasts by the building industry and federal government economists suggest a minor slip rather than a major slump. City of Montreal building authorities are mostly in agreement that 1950 will bring completion of "more than 11,000" new houses and apartments in Greater Montreal, or not far short of 1949's actual DBS record of 12,300 for the area. But since there were in that district, as of Jan. 1, 1950, close to 8,000 such dwelling units in various construction stages short of completion, the local forecast of 11,000 completions may appear to err on the side of pessimism.

MR. HASLETT

Plan Many Apartments

In keeping with local building tradition, rental housing dominated the 1949 construction scene in Greater Montreal. Not in keeping with local tradition, however, was the place taken by direct government building. Biggest program launched was that of Ottawa's Central Mortgage & Housing Corp., for 3,000 houses at about 20 millions in suburban Montreal North and Town of St. Michel.

There are 25 others of mass-scale by private enterprise, collectively overshadowing public building. These include the big job of Suburban Enterprises Ltd. in Ville St. Laurent. There, that company, at a cost of several million dollars, is rounding out the "Norgate" apartment and shopping community launched earlier by the federal government agency Other big builders: Y. I. Fanaberia, on Dupuis St., at $1 million, and on Bourbonniere at $2 millions; Rene Lafleur on Barclay at $5 millions; Cosmos Construction (Canada) on Cote de Liesse at $5 millions; S. D. Miller & Sons, projected for Sherbrooke St. E., at $2.5 millions; Gerard Daneau on Victoria and Carlton at $2 millions; David Bloom on Ridgewood Rd., at $1 million; Crawford Park Development Co., on Beaconsfield (completed) and Grand Ave., $1¾ millions; Deckelbaum & Sons Ltd., on Walkley Ave., at $1½ millions.

Industries Expand Here

Industrial expansion in the Greater Montreal area covers virtually the whole range of manufacturing production. Spotlighted now are such major plant extensions as that of Canadair, aircraft, under way in Cartierville; huge, multimillion-dollar catalytic cracking plants of Shell Oil, British American, McColl-Frontenac and Imperial; diesel-electric locomotive expansion by Montreal Locomotive and Dominion Engineering Works.

There are at least a dozen other industrial projects in the area tabbed at over $1 million, and in the current or projected bracket. Those, and a hundred smaller industrial expansions, represent a big part of Greater Montreal's recorded and expected capital investment program. In addition, and heavily supporting industrial growth are scores of commercial and institutional projects. Nowhere in Canada, according to best available analyses, are more stores and warehouses, schools and hospitals being erected or projected than in the Montreal district's "40 towns."

Here are some random examples of how the area's commercial enterprises, its institutions and public services are moving to catch up with industrial and housing expansion of the last 10 years:

Commercial—Bank of Canada. $2.8 millions Montreal headquarters; Canadian Pacific Railway, $8 million freight terminal and $3 million yard buildings; Dupuis & Freres, $3 million store addition; Societé des Artisans, $3 million commercial building; wholesale food terminal market, $3 millions; Montreal Pipe Line Co., $8 million construction of oil pipe line, Portland, Me., to Montreal; Pascal Hardware, $1 million commercial building.

Public Works—Canadian Government, $1¼ million office building, $2.5 million vehicular tunnel under Lachine Canal and $6 million of other work on Lachine Canal, $3 million addition to postal terminal; Canadian Broadcasting Corp., $1¾ million broadcasting studios; City of Montreal, $2 million improvements, St. Helen's Island, $3 million waterworks intake at head of Lachine rapids, projected $200 million program of rapid transit subways and motor traffic expressways, $3.5 million civic centre; South Shore municipalities, $5 million program of sewers, waterworks.

Institutional — Jewish Central Hospital, $1.5 million addition; University of Montreal, $11 million program of buildings; St. Joseph's Oratory, $2 million additions; Soeurs de la Miséricorde, $4.9 million hospital-sanatorium; Montreal Catholic School Commission, $1 million school, Rosemount; Sisters of Providence, $3 million children's hospital; l'Association Commemorative de Musique de Montreal, $3 million concert hall; Ste. Justine Hospital. $3 million new hospital plant; YWCA, $1.3 million new building; Montreal Protestant School Board. $1.5 million Mount Royal high school and $1 million school on VanHorne Ave.; Julius Richardson Convalescent Hospital, new 200-bed plant; Soeurs Grives, $5 million new hospital.

Guiding and pushing the thriving area's diversification and expansion are two of the most active trade bodies in Canada, namely the Montreal Economic & Tourist Development Bureau, directed by Valmore Gratton and George S Mooney, and the Montreal Board of Trade, headed by Leslie W. Haslett.

Haslett, 49, manager of the explosives and ammuniton dept. of Canadian Industries Ltd., was born in Pontypool, Eng., graduated from Cheltenham College, began his business career in accounting, played rugby football for England in 1926. Then, after a year with Brunner Mond & Co., and three years with Imperial Chemical Industries, he came to Canada in 1929 as secretary of the C-I-L management committee. From then on Haslett's rise in the big multiphase concern was rapid. He became manager of its "Cellophane" division in 1931, general manager of its cellulose products group the following year, general manager of the chemicals group in 1934. He took his present post in explosives and ammunition in midwar 1942.

St. Hyacinthe

POPULATION — 25,200.

Under joint leadership of a newly formed civic industrial commission headed by Camille Mercure, and a recently reorganized Chamber of Commerce, headed by Paul-E. Poirier, St. Hyacinthe will drive vigorously for new industries and expansion.

The Chamber of Commerce next week will issue an illustrated and statistics-packed booklet telling much of the story of this progressive city's business growth and civic betterment plans.

St. Hyacinthe's new Industrial Commission already is grooming plans for an ambitious first project — direct investment by the city in the building of a "nest" for fledgling industries, a factory for multiple tenancy with the city corporation in the role of landlord.

Consolidated Textiles is expected to build a plant in St. Hyacinthe and to have it ready for first operation in spring, 1951, with about 500 workers when producing at capacity. There are several other and smaller industrial expansion projects under way and proposed for the immediate future.

Little if any letdown from 1949's high level of construction is foreseen for 1950 by Chamber of Commerce and civic officials. Between 1941 and 1949, building permits in the city proper numbered 1,231 covering new construction and alterations valued at well over $9.5 millions.

Of St. Hyacinthe's varied industrial enterprises, two of the most noted are concerned with the arts.

One, Casavant Freres, has earned a wide reputation in the manufacture of organs. Its instruments have been in great demand for the scores of new churches, theatres and auditoria built since the war; the Casavant plant, with more than 150 workers, has been pressed to keep up with orders.

The other "art" industry, new since the war, is movie-making Quebec Production Corp., which has been shooting pictures in a former naval barracks. QPC has made four main features and several "shorts" since it began operations in 1946; exactly a year ago released "Un Homme et Son Peche" (A Man and His Sin), adapted from a story written by Claude Grignon of St. Adele, Que., and entirely Canadian from stagehand to star actor.

Textile firms have been the backbone of St. Hyacinthe industry. Largest are Penmans Ltd., woolens, and Goodyear Cotton of Canada whose cord fabric mill makes rayon and cotton fabrics for parent Goodyear Tire and for export to Goodyear units in other parts of the world. Consolidated Textile Mills has two plants producing rayon, nylon, silk and mixed fabrics.

As well, St. Hyacinthe has a sizeable tannery, foundry, machine shop; also makes a wide range of products related to clothing, including shoes and corsets, underwear and hairpins; has a growing furniture industry and in general is rapidly diversifying from its traditional and basic stake in textiles.

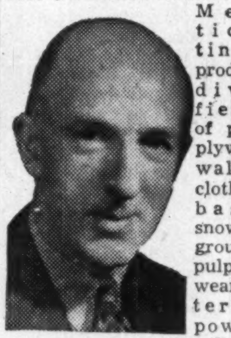
Megantic

Population — 6,219 (with suburbs, 10,000)

Building Permits

	No.	Value
1939	16	$21,725
1949	72	124,185

Located on Lake Megantic, near the United States boundary, Megantic continues to produce a diversified range of products: plywood and wallboard, clothes pegs, baskets, snow fences; groundwood pulp; underwear; butter and powdered milk; livestock feed.



MR. BELLEY

Since 1946 two new industries have been established:

Julius Kayser Co., women's wear and lingeries; employment, 100.

La Cie Torpedo de Megantic Ltd., children's wagons, sleighs, toboggans and wooden specialities; employment 30.

At the same time the Co-operative Agricole de La Megantic expanded operations by opening a $50,000 grist mill in December, 1949.

On the municipal side the postponed $700,000 hydro plant over the Chaudiere River is still under active consideration; the Portland - Maine - Trois Rivieres highway via Arnold Trail is to be improved, particularly the International Boundary section; home building is expected to continue at or above the 1949 record level.

President of Megantic's Board of Trade is J. P. Belley, manager of the local branch of the Bank of Montreal.

ESTABLISHED 1907

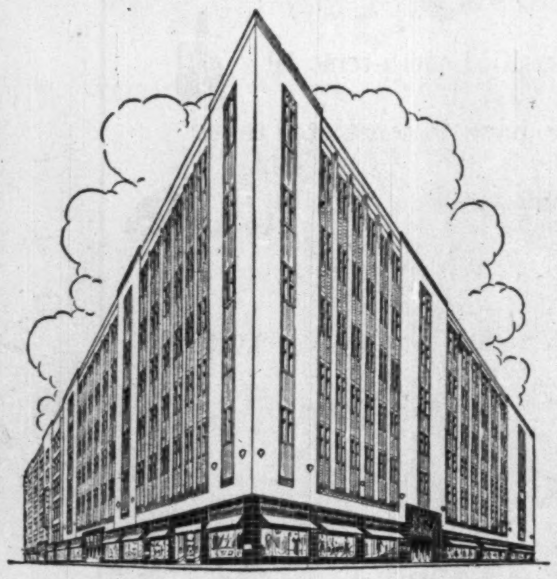
The Only Structural Steel Plant In The Eastern Townships

MacKINNON STRUCTURAL STEEL CO. LIMITED

HEAD OFFICE: SHERBROOKE, QUE.

Montreal Office—555 New Birks Building

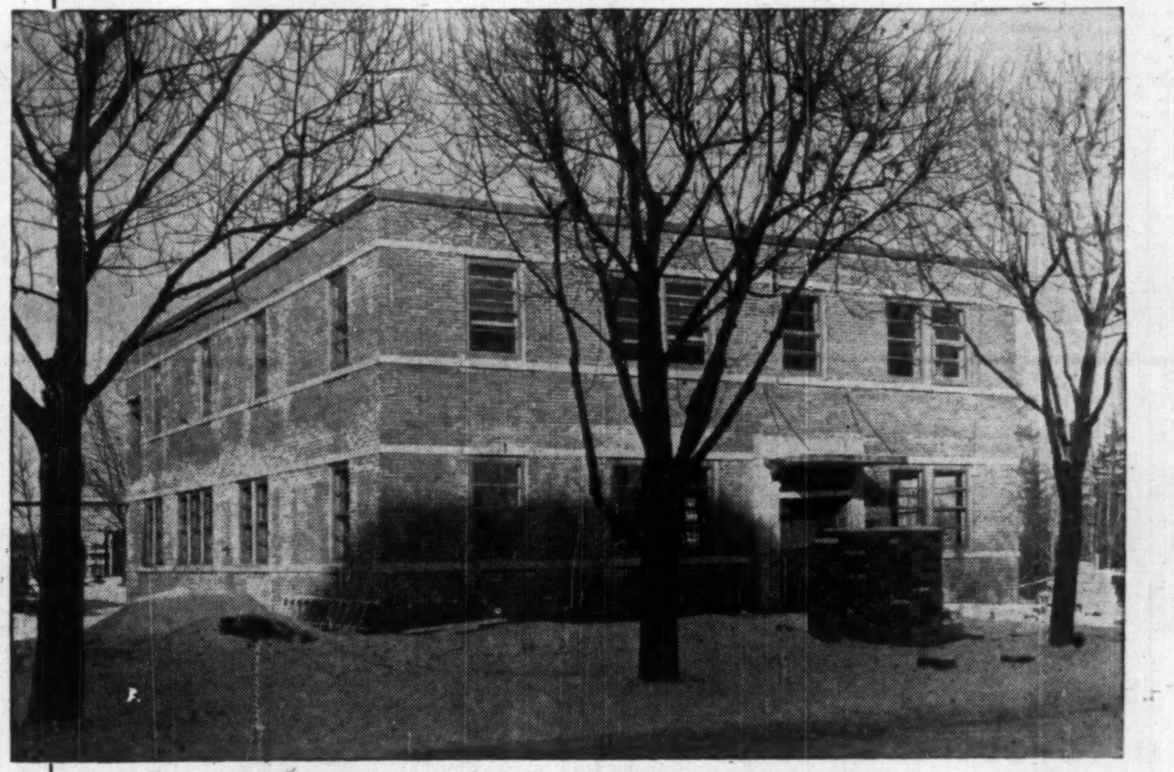
DUPUIS'



DUPUIS' STORE as it will look when the building programme now under way will be completed.

Dupuis Frères
LIMITEE
RAYMOND DUPUIS, President A. J. DUGAL, Vice-President

DEPARTMENT STORE:
865 St. Catherine East
MAIL ORDER DIVISION:
780 Brewster Street
MEN'S STORE BRANCH: Windsor Hotel



RESEARCH...

The Real Answer to Devaluation!

Devaluation is a device used by governments in economic difficulties to help increase exports to countries maintaining their currencies at higher comparable levels. Textiles are the principal exports of Great Britain to Canada. It is obvious that devaluation of sterling will now enable the British to ship textiles to this country at substantially lower prices than hitherto.

What should be the answer of the Canadian textile industry to this situation?

In our opinion there can be only one real answer—increased Technical Research. Such research can and will develop new and better products and increase efficiency in manufacturing, thereby reducing costs.

With this thought in mind, Canadian Celanese Limited has now augmented its Technical Research staff, members of which are already hard at work on a variety of projects. Also, under construction (as pictured above) is a new Research and Development building. This building will be completed and opened early in 1950—will contain the finest and most complete equipment available in the world today—and will provide every facility for our research experts to develop their ideas.

For Celanese started as an idea . . . and it is *through* and *by* ideas that this company has grown and prospered. Today the future lies bright before us. Despite any effect that devaluation may have, Research . . . we are confident . . . will assure that future!

Celanese*

YARNS
FABRICS
CHEMICALS

CANADIAN CELANESE LIMITED

Plants at:
DRUMMONDVILLE and SOREL; P.Q:
**Reg. Can. Trade Mark*

Chemical Industry Continues Growth

Wide Range of Products Affects Canadian Business, Homes

The symbols and the full names of chemicals are impressive, but hardly inspire a picture of something useful for the household or office.

One good reason why chemicals aren't known too well outside industry is because so often they're used merely for mixing with something else, to produce something else again.

Nevertheless, manufacture of these "mixers" is big business in Quebec. Its chemicals are shipped Canada-wide and to countries around the globe. The Province produces about one third of the total Canadian output of chemicals and allied products which last year amounted to an estimated $560 millions.

Because chemicals are sold mostly to other manufacturers, the industry is very sensitive to changes in general business conditions. Thus, coincident with postwar prosperity, there has been a marked increase in the capacity and output of chemical plants in the Province in recent years.

Actually, Quebec's production of chemicals is only about half its wartime output when a great part was ammunition. In 1943 and 1944, provincial totals for chemicals and allied products were over $370 millions yearly. When Canadian output of ammunition dropped to less than $100 millions in 1945 compared with $360 millions the year before, Quebec's chemicals production dropped to $138 millions. In 1946 it was $123 millions. Since then it has climbed and last year reached an estimated $185 millions.

Other Industries Take Up Slack

In 1949, sales to some branches of industry were down. Lower demand for chemical pulp, for example, was quickly reflected in a reduced demand for some chemicals. Sales to some sections of the textile industry were also lower than in 1948. On the other hand shipments to the mining industry increased and consumption of fertilizer reached a new high. The automotive industry and other manufacturers of durable consumer goods bought more chemicals and allied products than in the previous year also.

In the early part of the year export business was good, but cutbacks in orders were experienced during the latter half. Total Canadian sales abroad last year were $71 millions, down from $80 millions in 1948. The decline in sales in the United States was offset to some extent by the 10% premium on American funds.

In the last five years, capital expenditures in the chemical industry in Canada have totaled $143 millions, according to Department of Trade and Commerce estimates. Heavy repair and maintenance charges a characteristic, took another $83 millions during that period, bringing the total for new plants, modernization and renovation to $226 millions.

Much of this increase in plant investment has taken place in Quebec. At Beauharnois this year, Dominion Tar & Chemical Co.'s subsidiary, Dominion Alkali and Chemical Co., started operations at its new $4.5 millions plant at Beauharnois.

This plant has a capacity of approximately 18,000 tons of chlorine and 22,000 tons of caustic soda annually, and a large part of its output goes to the pulp and paper industry. One of its main reasons for establishment in the province is its need for large quantities of electric power. Its 100% electrolytic process uses nearly 20,000 hp.

Another large producer is Shawinigan Chemicals, started at Shawinigan Falls in 1902. It manufactures a wide range of industrial chemicals based on acetylene, and in 1947 and 1948 alone, made capital expenditures $2.2 millions for expansion and improvements to existing plant. This company also is a large user of power, requires over 100,000 hp. to operate its various plants.

Canadian Resins and Chemicals, jointly owned by Shawinigan Chemicals and Union Carbide and Carbon Corp., spent $1.8 millions in 1948 for a new dioctyl phthalate plant, extension of its resin plant and construction of a new office building.

Canadian Industries Ltd., with eight plants in Quebec, is spending $4 millions at its Cellophane and chemicals plant at Shawinigan Falls. This company also operates ammunition and plastics plants at Brownsburg; explosives and agricultural chemicals at Beloeil, where it has its central research lab as well; agricultural chemicals and paints at Montreal.

Carry On Continuous Research

These are just some instances of growth but, as noted above, much of this is due to the high level of activity in industry generally. However, the expansion has been a result also of continuous research carried out within the industry. Chemicals manufacturers are constantly developing new products which have added to total business in many cases, filled the gaps where declines have occurred in others.

Perhaps one of the best illustrations of growth has been in the booming plastics industry.

Infant industry prewar, there now are several large manufacturers in the business. Among these are Canadian Resins and Chemicals which makes vinyl resins, plasticizer, chemicals, flexible film and sheeting, rigid sheeting, and extrusion and molding compounds; Dominion Rubber Co. at Montreal, and Stedfast Rubber Co. at Granby which produce plastic film and sheeting; Monsanto (Canada) Ltd. which makes a wide range of plastics at its modern Ville LaSalle plant, the most important of which is Polystyrene used for molding a colorful range of products. C.I.L. has a plastics plant at Brownsburg, will shortly start production at Shawinigan Falls of polythene sheeting and tubing.

Canadian Resins and Chemicals is an example of growth featuring the plastic industry. It is the largest manufacturer of vinyl-type plastics in the Province and was formed originally in 1941 to produce raw materials from which were made such diversified military products as cable insulation, army field wires and waterproofed fabrics for use as ground sheets, raincoats, etc.

Postwar, the company turned to the civilian market and makes both finished and unfinished materials which other companies process into consumer goods. Products from its plant are transformed by the fabricating industries into garden hose, babywear, lightweight rainwear, washable draperies, furniture coverings, wire and cable insulation, a wide range of tough inflatable toys, wading pools, automobile parts, high-fidelity phonograph records and an increasing number of articles now in everyday use. One Quebec manufacturer is making "wire," for fences and other uses, out of twisted paper coated with vinyl plastic which is reputed to be stronger than hemp.

Last year this company completed its own plasticizer plant and became the only company in Canada which produces both resins and dioctylphthalate (commonly called "DOP") required to make flexible plastic sheeting.

Big Saving In U. S. Dollars

Previously all plasticizer for the Canadian market was imported from the United States; now its manufacture and general marketing in Canada means a large saving in American funds. The company obtains most of its own basic raw material from other large chemical plants right in Shawinigan Falls.

Industry men say that production and sales in 1950 should exceed 1949 when total sales of all plastics reached a record $91 millions. Of this, $31 millions represented raw materials purchased by plastics fabricators. Over 70% of total sales and raw materials was Canadian production.

Another branch of Quebec chemicals industry in the spotlight lately is the manufacture of patent and preparatory medicines, pharmaceuticals and similar commodities. Its output is worth nearly $35 millions and accounts for nearly half total Canadian output. This represents a rise of nearly $10 millions in the past four years.

Its products include a wide range of preparations, from the old-time remedies which are sold door-to-door to the latest thing in anti-biotics.

Plants in Quebec make not only the preparations as they reach the consumer but also its manufacturing chemists supply pharmaceutical manufacturers all over the country with the basic ingredients.

In recent months, Quebec's medicine makers have played an important part in production of some of the new anti-histamine preparations which have been so much in the news. They have also been large producers of anti-biotics such as the sulpha drugs and penicillin. A Quebec manufacturer was the first in Canada to produce penicillin in quantity during World War II.

One of Quebec's largest firms, the Bell Telephone Co. of Canada, has decided to make a large-scale test of the controversial anti-histamine drug to test their efficiency in the treatment of the common cold. Tests were started last month. One group of employees reporting colds is given tablets containing the drug while others receive identical tablets without the drug. The company's experiment is the first large-scale test of its kind in Canada.

The pharmaceutical manufacturers and manufacturing chemists in Quebec also supply Canada's agricultural industry with a large number of veterinary supplies.

Paint Output Jumps 66%

A section of the Quebec industry which represents roughly 15% of total output is its paints and varnishes industry. Its output in 1948 was worth $30 millions and 1949 totals are expected to be about the same when final tabulation is made. This represents an increase of 66% since 1945.

Of total sales, about half are paints, varnishes and lacquers sold through regular distributing channels and about one third are sold direct to industry. Although there was a fairly marked decline in sales in early 1949, business picked up later in the year. Prospects for 1950 are reported favorable. It is expected that all important materials will be in sufficient supply during the first six months of this year.

Since the war, the paint industry has made great strides with development of new products including synthetic varnishes and a great number of high-quality finishes. Research is being carried out not only by the individual manufacturer but also by raw material makers. Actual or threatened shortages have played their part as researchers sought to find substitutes for hard-to-get vital raw materials. For example, there are indications at present that there may be a serious shortage of Tung oil, since China is a major source. As a substitute, chemistry has produced a synthetic organic oil upgrader which, when reacted with soft drying oils such as soya or linseed, produces a product which is said to have greatly improved drying characteristics. The starting material for this product is ethylene gas, which comes from natural gas or petroleum.

Most of the business done by Quebec manufacturers is in the domestic market. What export business there was was dealt a body blow by devaluation, manufacturers say.

Price-wise, the industry anticipates there will be little change in 1950. But materials imported from the United States have increased in price since Canadian devaluation, and imports from foreign countries, while in some cases lower, have remained at relatively high levels due to unstable conditions in the countries of origin.

COMPANY REPORTS

WATERLOO TRUST & SAVINGS CO. net profit of $104,177 for 1949 was 4.9% higher than the 1948 net of $99,327.

Liabilities to the public amounted to $27,206,417 ($25,093,869). This was secured chiefly by liquid assets of $18,972,432 ($18,171,410) and by mortgages and sales agreements of $9,904,051 ($8,696,520).

Estates, trusts and agency account amounted to $13,974,150 ($13,053,191).

Business conditions in Canada during the past year were good and especially so in the districts served by the company, President Ford S. Kumpf states.

Office premises show an increase due to the fact that extensive alterations have been in process at the chief executive offices in Kitchener and at the branch in Galt. This work is now in course of completion.

Annual meeting is Feb. 7.

	1949 $	1948 $
Liabs. to public, etc.*	27,206,417	25,093,869
Shareholders' equity	2,164,294	2,142,617
*Secured by:		
Mtges. & sls. agree.	9,904,051	8,696,520
Office premises	467,865	336,959
Realty for sale	26,363	31,597
Liquid assets†	18,972,432	18,171,410
Total	[illegible]	[illegible]
†Includes stock and bonds.		
Estates account	13,974,150	13,053,191
Earned per share	$6.95	$6.61
Paid	5.50	5.25

Our efficient Patented Machines now delivered in Canada alone can produce over 1,000,000 tons per year of Sulphite, Kraft, and Groundwood Pulps, good for a possible revenue of over 100 Million U. S. Dollars.

FOR BEST QUALITY AND LOW COST PRODUCTION
We Cordially Invite Your Enquiries

PAPER MACHINERY LIMITED
PAPER MILL EQUIPMENT LIMITED
HYDRO TURBINE COMPANY LTD.

HEAD OFFICE: 921 Sun Life Building, Montreal, P. Que., Canada
MAN. DIR. G. L. M. HELLSTROM

When spending your
ADVERTISING DOLLAR
be sure
you cover
the entire
FRENCH
MARKET
by using

Sunday LA PATRIE

IN MONTREAL where 35% of the effective buying income is located — La Patrie reaches 3 out of 4 French homes.

IN QUEBEC PROVINCE not including Montreal, where 65% of the effective buying income is located — La Patrie reaches 3 out of 5 French homes.

The Province-wide appeal, high reader acceptance (99.3% newsstand sales) and low milline rate, make Sunday La Patrie the most attractive buy for your advertising dollar in the French Canadian market.

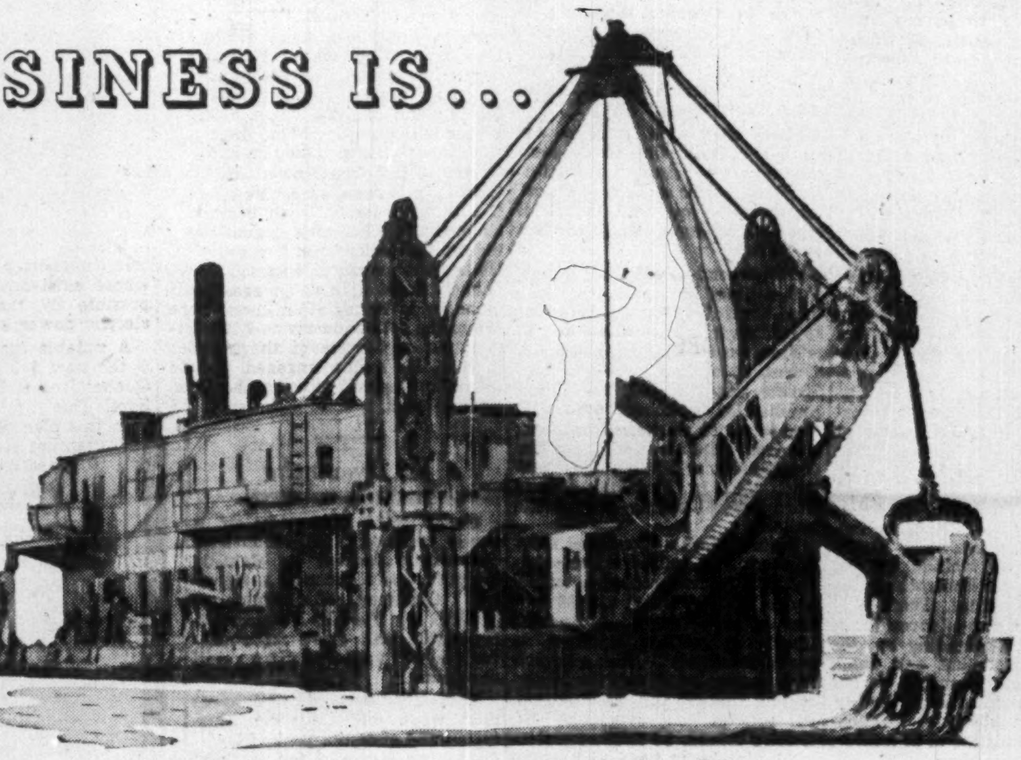
Sunday La Patrie has bigger and better coverage of the French Canadian market — without exception.

La Patrie

TORONTO BRANCH OFFICE: 101 McKINNON BLDG.,
19 MELINDA ST. — HUGH ROSE and DEAN VAUGHAN
UNITED STATES REPRESENTATIVE: RALPH R. MULLIGAN
NEW YORK 17: 441 LEXINGTON AVENUE
CHICAGO 1: 35 E. WACKER DRIVE
DETROIT 2: 3049 EAST GRAND BLVD.

ONE OF THE BIG FOUR National WEEK-END NEWSPAPERS

OUR BUSINESS IS...



DREDGING

. . and we know our business. Great and diversified earth-removal projects at home and abroad, in war and in peace, have demonstrated that:

We have the equipment — designed, built and operated by us to meet every requirement of rock or soil removal. With that equipment, Marine Industries has been able to develop to a highly specialized degree the business of moving great quantities of earth by dredging — in Canada and elsewhere.

We have the manpower — men who know their jobs, men with the experience which can only come through participation in some of the world's major dredging operations — men who know how to use equipment, whether hydraulic dredges, drill boats, dipper dredges, bucket elevator dredges, tow boats, derrick or dump scows, rock breakers, wrecking pontoons or diving equipment.

We invite your inquiries on any earth moving project . . . anywhere.

MARINE INDUSTRIES LIMITED
SHIPBUILDING • SHIP REPAIRING • DREDGING
MONTREAL • SOREL • VANCOUVER

Here Are Growing Quebec Communities

Sherbrooke

Population 48,686 (with suburbs, 53,000)

Building Permits:

	No.	Value
1939	..	$1,171,550
1949	..	$4,923,850

Roughly $2.5 millions of construction, not counting commercial and house building is slated for Sherbrooke in 1950: Major projects include:

Federal Building $1.5 millions.

Brompton Hydro plant $900,000.

New Bridges $800,000.

Graton Knight Inc. Cannery, $300,000.

In 1949, 555 new dwelling units were built; 1950 volume is not expected to be quite as high. However, industrial activity in this main distributing and marketing centre of the Eastern Townships, is expected to remain high.

MR. YOUNG

Considerable stimulus is expected from the following industries which have been established since 1946: Bemis Associates of Canada, 15 employees; Dominion Burlington Mills, 400 employees; Elegant Hosiery Mills, 50 employees; Sherbrooke Footwear Co., 45 employees; University Cravat & Suspenders Co., 15 employees.

These new firms, with the long-established textile and heavy machinery industries, combine to add to Sherbrooke's reputation as one of Quebec's important manufacturing centres.

The city's textile mills turn out huge quantities of silk stockings, gloves, cotton and rayon goods (Julius Kayser Co.; Dominion Textile Co.; Paton Mfg. Co.). Since the war, Bruce Silk Mills and Dominion Burlington have located there.

Figuring importantly in Sherbrooke's continued industrial advance is Chamber of Commerce President, Gilbert Maxwell Young, works manager, Canadian Ingersoll-Rand, one of the city's leading industries. A graduate of McGill, he is chairman, CMA for the Eastern Townships; member of the Canadian Institute of Mining & Metallurgy; district representative of the Professional Engineers' Society of the Province of Quebec.

Trois Rivieres

Population — 50,000 (with suburbs, 75,000).

Building Permits:

	No.	Value
1939	534	$1,200,310
1949	693	3,612,225

Third largest St. Lawrence River port and unofficial newsprint capital of Canada, Trois Rivieres is continuing to show industrial, commercial and general municipal growth.

MR. JULIEN

Established industry has expanded substantially. Since 1946 eight new enterprises have been opened, ranging from shirt to brick makers.

New firms, their products and number employed:

Hart Shirt, 25.

G. St-Cyr Mfg., ladies' and children's pyjamas, 23.

Maple Leaf Hosiery, men's socks, 25.

Emile Milette, sash and doors and store fixtures, 5.

Eddy Defoy, broom handles, 8.

Ephrem Dube, sash and doors, 5.

Trois-Rivieres Dunbrik Ltée, bricks, 40.

Le Petit Parisien, confectionery, 3.

During 1949, Roland Desmarais, manufacturer of hockey sticks, softball bats, etc., expanded operations, as did Trois Rivieres Dunbrik Ltd.

These new firms, along with such industries as textiles, metallurgy, shoes, gloves, etc., have decreased the area's dependency on newsprint and related industries and given Trois Rivieres a healthy industrial diversity.

In the commercial field several new stores opened in 1949 and others are due to open shortly. On the industrial front, negotiations with Canadian and United States interests are under way. One of the chief obstacles to overcome is finding suitable manufacturing space.

One of the first industrial additions will be Quebec Breweries Ltd. Building will cost $400,000; machinery and equipment, $500,000. About 100 will be employed.

Key figure in current development is Andre Julien, president of the Chamber of Commerce. Born in 1905 in Shawinigan Falls, he has been in the wholesale produce business since 1925. Today he owns Julian & Frere, prominent Quebec wholesale house. He is a director of the Quebec Wholesale Fruit & Vegetable Dealers' Association.

Growth of Quebec Power Paces Industrial Boom

(Continued from page 22)

increase in consumption of primary power, after an initial drop at the end of the war, is a reflection of the high level of industrial activity, rural electrification and expansion of other uses of electrical power in recent years.

Here's a comparison of Quebec's consumption of primary and secondary power since 1945:

	PRIMARY	SECONDARY	TOTAL
	(Thousands of kilowatt hours)		
1945	12,312,124	5,064,417	17,376,541
1946	12,085,829	6,457,361	18,543,190
1947	15,694,009	4,472,903	20,166,912
1948	17,750,866	1,494,509	19,245,375
1949*	18,000,000	2,140,000	20,140,000

*Estimated; based on DBS 11 months' figures.

Although the power industry isn't regarded as a major employer of labor, when compared with the province's manufacturing industries, it still provides a sizeable chunk of wages. In 1947 (latest available), wages and salaries totaling $15 millions were paid by the industry to 7,100 employees. Because of the number of skilled men engaged in the work, the level of wages is higher than most. When ranked with the manufacturing industries, central electric stations stand only 15th on the list of Quebec industries on the basis of the number of employees, but 10th on the basis of total wages and salaries paid.

Value to Industries

The real measure of the industry's contribution to the province's economy, however, is not so direct. The importance of power in Quebec is reflected more accurately, probably, in the many industries, large and small, whose existence has been made possible by the availability of electric power at low cost.

A notable instance, of course, is the new $15 millions plant of Quebec Iron & Titanium Corp. at Sorel. Due to start up this summer, this plant will separate iron and titanium slag from ilmenite ores obtained on the north shore of the Gulf of St. Lawrence near Havre St. Pierre. Quebec Iron & Titanium will use an electro-smelting process which was developed partly by the research division of Shawinigan Water & Power Co. Shawinigan now has a contract for 160,000 hp to serve this new operation.

Few of the operations involving the use of power are as spectacular as the Sorel project. However, the lesser ones are significant too because they are spread throughout the province and provide work and an increasing standard of living for the people of Quebec.

To give an idea of the variety of companies served, here's an excerpt from Southern Canada Power's quarterly report to shareholders issued last month, listing new developments in the territory it serves:

At Acton Vale, a new housing development as well as the construction of a new college have stimulated business.

At Cookshire, R. Wallace & Sons Mfg. Company, makers of flatware and solid silverware are working overtime on a number of large orders.

At Drummondville, a new printing industry, Drummond Business Forms Ltd., has begun operations.

At East Angus, East Angus Paper Products has built a new extension of 40 x 100 ft.

At Farnham, a new industry, La Coopérative des Pomiculteurs du Québec has started business. Collins & Aikman, manufacturers of upholstery fabrics for automobiles, furniture, etc., are making a substantial addition to their plant.

At Henryville, a new industry known as the Empire Converters Co. has begun operations.

At Lennoxville, the municipal authorities have installed new waterworks.

At Rock Island, Haselton Quarries Co. have built a sawing shed operated electrically. Adru Granite Co. is working overtime.

At St. Cesaire, La Machinerie Idéale Ltée has built an extension to its plant. The Rouville Textile Corp. is working overtime to catch up on its large volume of orders.

At St. Hyacinthe, the Canadian U. S. Knitting Co. has enlarged its dyeing and finishing departments.

At St. Johns, the Barnebey-Cheney Engineering Corp. has started construction of its new plant.

At Valcourt, arrangements are being made to remodel the old school for use by the Old Southern Colony Inc.

At Waterloo, the Waterloo Converters Ltd. are adding equipment for knitting fabric.

At Waterville, the Dominion Glove Co. has resumed operations.

A VOTRE SERVICE POUR L'ACHAT ET LA VENTE
D'OBLIGATIONS ET D'ACTIONS
J. E. Laflamme Limitée
116, COTE DE LA MONTAGNE
QUÉBEC, TÉL.- 2-1264 - 2-1265

THREE RIVERS SHIPPING
CO. REG'D.
STEVEDORES, STEAMSHIP AGENTS
and
GENERAL CONTRACTORS
Lucien Paquin, *President*
W. J. McBroom, *Superintendent*
AMEAU BLDG.
THREE RIVERS,
QUE.

The Power-Grader that has Everything

Austin-Western 99-H

. . . including exclusive All-Wheel Drive, All-Wheel Steer, Controlled Traction, and Precision Sideshift, PLUS High-Lift Blade, Extreme Blade Reach, and Completely Reversible Blade, and a full line of time and money-saving attachments. The "99-H" pays maximum dividends day in and day out, year in and year out. No other machine will do so many highway construction and maintenance jobs so well.

OTHER AUSTIN WESTERN PRODUCTS
#55 Grader
#88-H Grader
Master 99 Grader
Crushing Plant
Model 40 Sweeper
Rotary Snow Blower
Autocrat Roller
Badger Shovel
Jaw Crushers and Roll Crushers

Represented Exclusively in the Province of Quebec by
WATSON JACK & COMPANY LTD.
Established 1898
Suppliers of Construction, Industrial and Road Building Equipment
WAJAX HOUSE — 1543 CRESCENT STREET, MONTREAL

Creative Package Design

Charm House
CO
Products of Distinction

this corrugated prepak

Protects . . . merchandises the product . . . displays well . . . adds color . . . prompts impulse purchases . . . stimulates take-with sales . . . saves rewrapping time, labor and materials . . . conserves selling space . . . serves as storage box. Goods are sold from floor sample, delivered from stock to simplify transaction, minimize handling. To win dealer enthusiasm and consumer approval, give YOUR products *package action.* Consult Hinde & Dauch Paper Company of Canada, Ltd., Toronto.

H&D
HINDE & DAUCH
Authority on Packaging

Send for Booklet "Pack to Attract," a Valuable Portfolio of Successful Merchandising Ideas from The H & D Package Laboratory.

PACK TO ATTRACT

FACTORIES IN: TORONTO, CHATHAM and MONTREAL. MILLS IN: TORONTO and TRENTON.

Borden's MILK
NABISCO SHREDDED WHEAT
"SALADA" TEA
BRODIE'S XXX SELF-RAISING FLOUR
FREE RUNNING WINDSOR SALT
OVALTINE
QUAKER PUFFED WHEAT SPARKIES
Kellogg's
HELLMANN'S BLUE RIBBON Real MAYONNAISE
Postum
Coca-Cola

LIPTON'S TEA
CLARK'S Cream of ASPARAGUS SOUP
MAGIC BAKING POWDER
HEINZ 57
MAXWELL HOUSE COFFEE
CATELLI READY CUT MACARONI
HP SAUCE
POST'S BRAN FLAKES WITH OTHER PARTS OF WHEAT
OGILVIE MINUTE Oats
Karo
FRY'S COCOA
TENDER LEAF TEA
Le Droit
SEUL QUOTIDIEN FRANCAIS DE L'ONTARIO ET DE L'OUEST DU QUEBEC
OTTAWA, 1945

These advertisers, in the food field, use Le Droit to sell the 42% French-Canadian population in the Ottawa A.B.C. City Zone.

THE OTTAWA ABC CITY ZONE IS 42% FRENCH

. . . sell MORE Ottawa families at less cost with LE DROIT and one English paper

A.B.C. City Zone circulation (evening) of Le Droit (13,183) and one English paper total over 42,000 . . . selling 1941 census of 44,661 families (16,375 French and 28,286 English).

Rates for Le Droit and one English paper total 25c per line. Thus you completely sell the French retail buying power of eighty-four million dollars, yearly, and the English buying power at much less cost than if you used two English papers.

Insist on Le Droit and one English paper.

30,000 DAILY CIRCULATION

Head Office: 368 Dalhousie Street
Phone 3-4061 — Ottawa
Representative: D. L. Boufford, 112 Yonge St.
(WA. 8509) Toronto 1
U. S. Representative — [illegible] & Associates

M. A. N. Z. LINE LTD.

INCORPORATED IN CANADA

HEAD OFFICE: 211 Coristine Bldg., MONTREAL
Telephone: PLateau 8394

REGULAR SAILINGS, TO AND FROM
EASTERN CANADA - AUSTRALIA and NEW ZEALAND

Separate Services

AUSTRALIAN PORTS	NEW ZEALAND PORTS
BRISBANE	AUCKLAND
SYDNEY	WELLINGTON
MELBOURNE	LYTTLETON
ADELAIDE	DUNEDIN

Service to other Australian and New Zealand ports and also to Tasmania can be arranged.

Full information on application to

MONTREAL AUSTRALIA NEW ZEALAND LINE LTD.

Ontario Agents: CUNARD DONALDSON LTD., TORONTO

Partners:
PAUL H. BRAULT
PIERRE A. BRAULT
LIEUT.-COL. JEAN A. CHAPUT, O.B.E., E.D.

BRAULT & CHAPUT

Members
MONTREAL STOCK EXCHANGE
MONTREAL CURB MARKET
CANADIAN COMMODITY EXCHANGE INC.

•

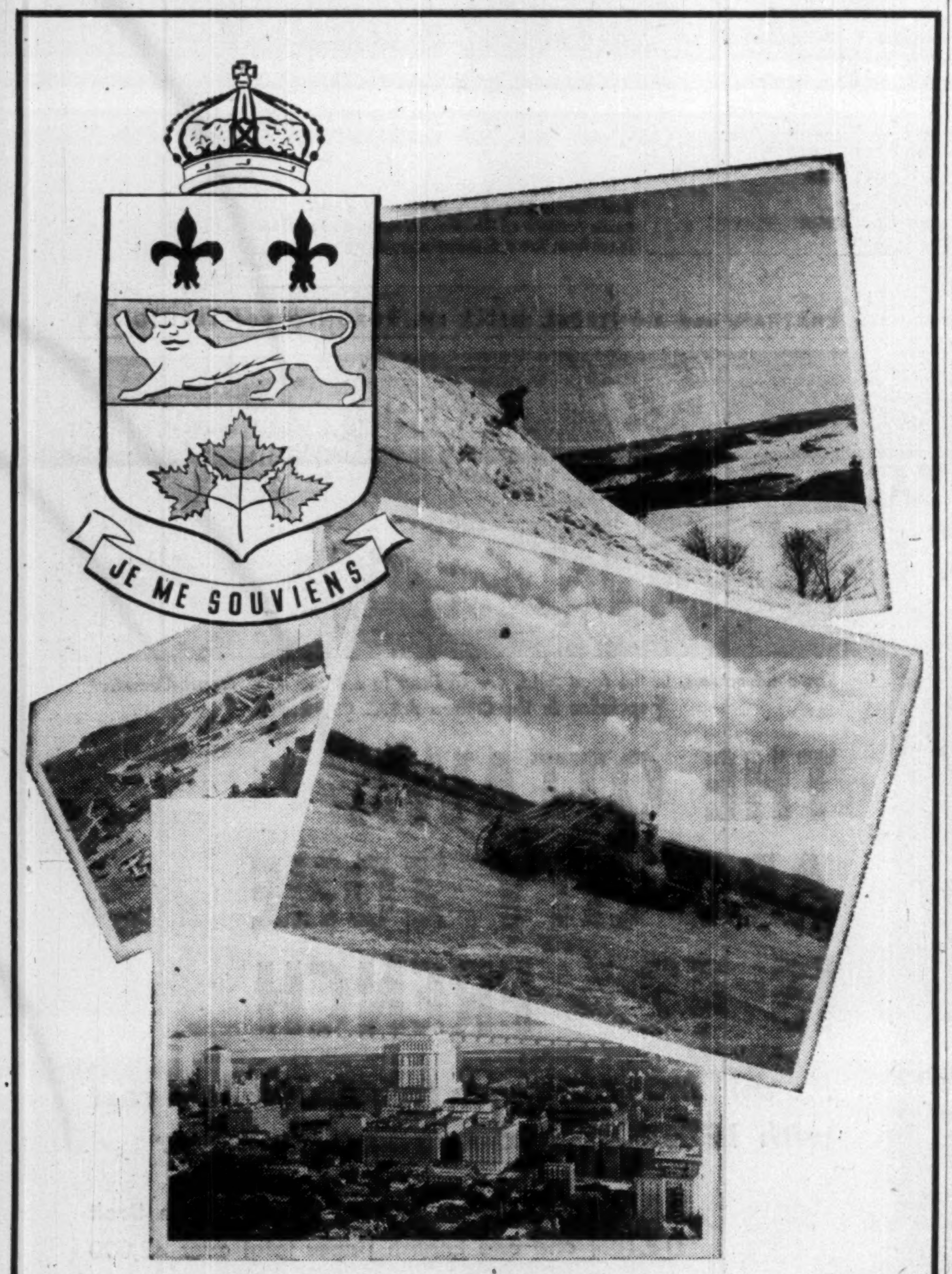
A personalized service on
a strictly commission basis

•

482 St. Francois Xavier St.
MONTREAL

Telephone
Belair 2611*

Telegraph
Braucha



WHY MILLIONS VISIT QUEBEC

Quebec, Summer and Winter playground of Canada, was on the itineraries of more than nine million sightseeing vacationists last year. They came for a glimpse of old world charm; to motor over its highways to such beauty spots as the Gaspe Peninsula; to fish in Quebec's endless waterways; to hunt in its almost primeval forests; and, in winter, to ski in its magnificent Laurentian mountain range.

American and Canadian visitors alike are invited to "Enjoy Eaton's Friendly Hospitality"—a slogan backed by many services and conveniences. Parking facilities, Visitors' Information Bureau, Route Maps, Hotel Information, Customs Regulations, Personal Shoppers, Restaurants,—services designed to make your visit more enjoyable.

IN MONTREAL, EATON'S IS IN THE HEART OF THE SHOPPING DISTRICT

THE T. EATON Co LIMITED
OF MONTREAL

Growth Communities in Que.

Greater Quebec

POPULATION—200,000*

BUILDING PERMITS:

1949 10 millions (city proper)

* Approx. est. by Industrial Commissioner Armand Viau, who puts regional figure at 354,000 within 18-mi. radius.

Bank clearings in 1949 at $536 millions, against $222 millions in 1939.

Power consumption up 80% since the war.

New telephones 16,000 since war's end, and 6,000 more on order.

Building permits in the city proper consistently $8-to-$10 millions a year 1946-49.

Seventy new industrial enterprises since 1945, representing capital investment over $21 millions.

That's the lively mood and measure of Quebec City's aggressive entry upon the second half of "Canada's century."

Largest newcomer industries 1947-49 include Imperial Tobacco; Canadian General Electric (meters); Goodyear Tire & Rubber of Canada (general rubber products); Crane Steel Wares (porcelain-enamel pressed steel bathtubs and sinks, and with orders on hand for washing machine bodies for three big washer makers); Oval Wood Dish Co., from U. S. (spoons, woodenware); Wolsey Ltd., of England, its first outside Britain (woolen knitwear); St. Lawrence Ceramics (dinnerware); Pik Mills, of England (gabardine and worsted cloth).

In the same period there has been notable expansion among industries established earlier, mainly in paper (Quebec City has head offices of four paper companies), foundation garments, shoes. The city and neighboring towns now produce between three and four million pairs of shoes a year. A new product in the long-established paper industry is corrugated paper (Champlain Paper Co.).

Some 885 new houses and apartments were completed in the city proper during the first 10 months of 1949, according to Dominion Bureau of Statistics. Corresponding figure for 1948 was 848. Starts in the 10 months numbered 1,120, against 612 in 1948. And housing units under construction at Oct. 31 numbered 793, against 584 a year earlier.

Thus, in a rapid march of progress spearheaded by housebuilding and industrial expancion, and with commercial enterprise and civic betterments keeping pace, Quebec's provincial capital, second-largest community and top tourist centre, is aiming at new laurels in manufacturing and trade, a new role in the Canadian and export markets.

Backbone of Quebec's industry in the first half century has been textiles and newsprint, leather and shoes, lumbering, shipbuilding and brewing. Machinery manufacture, shipbuilding and chemicals got added impetus from the war. Then the city launched its first major-scale drive to diversify its manufacturing output, attract more job-giving and taxpaying production enterprises.

At the core of the development program are (a) energetic, wide-traveling Armand Viau, civic industrial commissioner, and (b) direct investment by the city corporation in the 25-acre, 25-industry St. Malo suburban industrial community, a former Ottawa-owned war plant.

A wide-awake and community-conscious business group is helping Viau and his fellow civic officials boost the industrial expansion score. President of Quebec's aggressive Chamber of Commerce is Paul-H. Plamondon; its secretary, Roger Vezina.

Riviere du Loup

POPULATION—25,500, including suburbs.

BUILDING PERMITS:

	No.	Value
1949	**103**	**$500,000**

The current and expected rate of industrial and commercial expansion in Riviere du Loup is leading its representative businessmen to predict a level of construction in 1950 little if at all below that of last year. There is, for example, wide local belief that housebuilding volume may exceed the 77 new houses and apartments completed last year. Also there is optimistic hope for a "satisfactory" volume of further industrial expansion, including an expected "fairly important" growth in jewelry and clothing.

Substantial new industries added to the city and district in the four postwar years 1946-49 include General Novelties, costume jewelry, with 175 workers; Galvanor Ltd., also in jewelry and other metal work, with 25 workers; Canadian Clock Ltd., with 25; Morneau & Gendron Ltd., clothing, 35; Scies & Outils Cote, saws, 10; Pelletier & Lebel Regd., furniture, 10. Most of these firms, particularly the first three named, have been expanding their business volume consistently since establishing in Riviere du Loup, according to the Chamber of Commerce.

The big little South Shore community encourages new industries with a special rate for water and electricity. Last year a new 2,000 horsepower turbine was added to double capacity of the municipal power plant and with much of the extra energy available to industry.

An important rail junction, Riviere du Loup also is an important centre of the peat moss industry. Three companies — Trump Peat Moss, Maple Leaf Peat, and Perfect Peat—employ more than 300 and have undertaken some expansion since war's end. Other substantial postwar expansion is credited to St. Lawrence Furniture, General Novelties (costume jewelry, etc.), Leon Dionne (pipe), and Adelard Soucy (machine shop).

The city's rail junction is on the CNR Halifax-Montreal line and more than 860 are employed in car and locomotive shops. As well, the Temiscouata Railway connects Riviere du Loupe with New Brunswick centres, operating along the United States border.

An airline connects with other Lower St. Lawrence points. Navigation from the city's deep water port is open the year 'round; the harbor is equipped to serve heavy tonnage as well as light coastal vessels.

The Chamber of Commerce is playing an important part in municipal affairs and industrial growth. President is J. Oscar Gendron, 43, St. Francois Xavier and Charlottetown colleges. In 1924-25 he was in local banking, first with Molson's, then Bank of Montreal. Between 1928 and 1932 he was with Riviere du Loup's Legare Auto Ltée., then went into business for himself as an insurance broker, in which field he now continues. A director of Canadian Clock, and of Scies & Outils Coté, Mr. Gendron is member of Knights of Columbus, a director of La Ligue des Proprietaire, secretary of the local Rotary, member of St. Jean Baptiste Society and treasurer of le Centre Sportif.

Granby

POPULATION — 25,000.

BUILDING PERMITS

	No.	Value
1939	179	$553,352
1949	262	2,446,905

Population of Granby has jumped more than 50% since 1939 following establishment of more than 50 new industrial enterprises in that decade, giving employment to nearly 3,000 additional workers and bringing the city's industrial roll to more than 80 firms.

MR. LAURION

Like a number of other Eastern Townships cities, Granby over the years has been primarily a textile centre (Granby Elastic Web Co., Verney Mills Inc., Esmond Mills, Stark Bros., Nordic Hosiery Co., Granby Togs Co., Aviv Textiles, etc.). Biggest single industry, however, is Imperial Tobacco's plant employing 1,100. Other sizeable plants include those of Gidding Ltd., carpets, and Kresno Oil Burner Co.

Since the war, Granby has achieved a wide diversity of industrial output with entry of such firms as Beaconing Optical & Precision Materials; Racine & Racine (electric refrigerators); Radio Engineering Products Co. (telephone and telegraph wireless equipments); Cresswell Roll Forming (aluminum); Andrews Bros. (stainless steel); Newey Bros. (hook-and-eye fasteners). The list of new entrants is much longer and the city's 81 chief industries now produce goods in impressive variety and volume for Canadian consumption and export.

Granby boosters have statistics, reports and photographs to show that few small Canadian cities have seen their population soar, their industries multiply and their municipal services improve so rapidly and extensively as has been the case in the "Door to the Eastern Townships."

There's a municipal airport. Then a radio station, a French-language daily newspaper, an arena, a zoo — one of Canada's few — a baseball park, up-to-date fire and police departments, a model garbage removal system, an artificial lake, swimming pools, modern city hall, hotels, hospitals, colleges.

Backing the aggressive promotion of tireless Mayor P. Horace Boivin is an active and growing Board of Trade headed by A. Laurion.

Universal Fur Plant Gets New Rail Siding

Universal Fur Dressers & Dyers Ltd., Toronto, will boost efficiency of raw materials handling and production with completion of a new 350-ft., 3-car railway siding being built at the plant by CNR. Universal is a pioneer in manufacture of shearlings and the mouton "plastic" finishing. President S. Moskoff reports an increased volume of business.

SHEETS..STRIP..CIRCLES
OF
DOMINION
ALUMINUM

We Manufacture . . .

DOMINION HOUSEHOLD FOIL

Aluminum Wrappers and Pouches of All Types

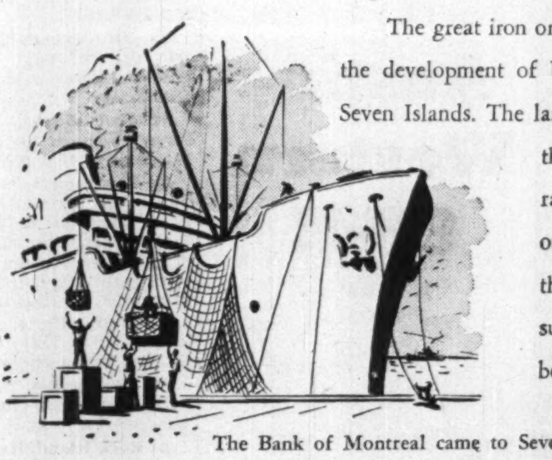
OUR SERVICES and FACILITIES ARE COMPLETE for:

★ LAMINATING,
★ COLOURING and
★ PRINTING
ALUMINUM FOIL

CANADA'S LARGEST ROLLERS OF FOIL

DOMINION FOILS (CANADA) LTD.

Executive Offices
1405 PEEL STREET • MONTREAL



UPON THE DOCKS

at Seven Islands

On the north shore of the St. Lawrence, facing the Gaspé Peninsula, stands the port of Seven Islands . . . a name full of promise for the industrial future of Quebec.

The great iron ore deposits of Knob Lake, key area for the development of Ungava, lie 350 miles due north of Seven Islands. The land between is bare and forbidding — the only contact today by air — but a railroad is to be laid, linking these two outposts. Then the iron ore trains will thunder down to the ships, and essential supplies for the miners of Ungava will be piled upon the docks at Seven Islands.

The Bank of Montreal came to Seven Islands in November, 1948. The B of M manager, C. M. McKenna, and his staff have their office in the Newfoundland Fisheries building. Here they serve the banking needs of the people of Seven Islands . . . here they maintain the B of M's century-long tradition of active cooperation with the pioneers of Canadian prosperity.

"MY BANK"
TO A MILLION CANADIANS
B of M

BANK OF MONTREAL
Canada's First Bank

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

PARLEZ-VOUS français?

- Maybe you don't — but many thousand Canadians do; and if you want to tell and sell them anything you'll do much better if you tell them in French. It's their language, just as English is yours.

Many thousands of these French-speaking, French-reading, French-thinking prospects of yours are farm people. They're "in the money", with higher income and higher savings than ever before. They have the means and they're in the mood to buy.

You can reach them effectively through La FERME . . . up-and-coming French farm monthly. It will carry your message into well over 95,000 French farm homes in Quebec, Northern New Brunswick and Eastern Ontario . . . carry it in real farm French. Give us your ad in English—we'll turn it into the right kind of French, free.

Translation Service, too

- Are you thinking about a folder, sales letter, or catalogue addressed to that big and receptive French market? La FERME's expert, experienced translators know the market and the people, both urban and rural — and know the language. They give prompt service, too! Reasonable commercial rates.

La FERME

822 Sherbrooke St. E.—MONTREAL, P.Q.

Ontario Rebresentatives

W. H. AUSTIN & CO.

67 Yonge St., Toronto—AD. 5357

Growth Communities in Que.

Drummondville

Population—13,615

Building Permits:

	No.	Value
1939	84	$215,780
1949	429	2,296,000

The ten-fold increase in construction value in Drummondville is born out of physical necessity. As one of the notable Canadian growth centres, this Eastern Townships textile centre had to build; it was literally bursting its seams.

Payroll departments of its major industries can tell the story.

The 273-acre Canadian Celanese plant, its largest single industry, had 3,190 employees in December, 1946. It had 4,560 at December, 1949. An expansion program begun in 1948 called for an outlay of $5 millions.

MR. PEARSON

In the same period, employment in the city's second largest industry, Drummondville Cotton Co., advanced from 1,650 to 1,800. This firm, subsidiary of Dominion Textile Co., is now installing new machinery. New line of rayon, cotton, and linen threads has been added to the earlier output of tire cord fabric, fishing lines and nets.

Butterfly Hosiery Co.'s payroll rose from 360 to 400. Machinery improvements costing $435,000 have been carried out since 1946.

Increase from 275 to 375 employees is reported by Dennison Manufacturing Co., which produces a wide line of paper products. It has enlarged since 1946 at a cost of $125,000.

Holtite Rubber Co.'s personnel went up from 155 to 200, and it is now expanding its plant (which produces rubber heels and accessories) at a cost of $75,000.

Flax Industries employs the same as in 1946—that is, 50.

But Drummondville draws its buoyant growth, not only from the expanded payrolls of its older industries, but also from the location there (and prompt expansion, in many cases) of new industries.

For example, Triad Creations Ltd. came to the city in 1948, and is already expanding to a new location. It employs 40 in the manufacture of artificial pearls, costume jewelry, etc.

Sylvania Electric Canada Ltd. came last year, employs 75 in the making of fluorescent lights. Future expansion is expected.

St. Francis Paper Conventers Ltd. was established in 1947; has 25 employees making paper boxes and tubes.

Two new firms will be welcomed to Drummondville's industrial roster this year. H & R Arms Co. will employ 150 and produce shotguns, 22 rifles, revolvers, etc. T. G. Mills will make paper hats and costumes with a staff of 25.

Looking ahead, Drummondville sees a very active year of housebuilding for 1950—possibly not the equal of 1949, but very close to it.

At the centre of the exciting new developments is the Drummondville Chamber of Commerce headed by Francis L. Pearson, branch manager of the Canadian Bank of Commerce. Native of Richmond, he draws ancestry from the early settlers of Drummondville and district (Great-great-grandfather arrived with General Heriot when the settlement was founded). He was educated at Richmond and Sherbrooke, P.Q.; entered the bank at Lennoxville in 1915; and was stationed at a number of branches including Toronto and Montreal before coming to Drummondville in 1944. Well known in hockey circles in the '20's as a player in the old Montreal Bankers and City Leagues, Mr. Pearson is keenly interested in sports.

St. Johns

Population — 20,000.

Building Permits

	No.	Value
1939	52	$293,450
1949	214	1,353,900

In terms of building permits issued, 1949 was the great year in St. Johns history. Altogether, 214 permits were issued against the previous record of 174 in 1948. Dollarwise, the 1949 boom amounted to $1,353,900, some $400,000 short of the 1946 peak.

The postwar period has seen substantial expansion of existing industries, including: Singer Sewing Machine (St. Johns largest plant and leading sewing machine plant in Canada); Cables, Conduits & Fittings Co., Dominion Spinners Co.; St. Johns Textile Mills Co., Kraft Paper Products; Laiterie Granger & Freres; J. B. Martin & Co., Tillotson Rubber and Walden Wood Workers.

In the same period the following new firms were added to St. Johns industrial roll: Liquidometer Corp.; Modern Moulded Plastics; Doric Textile Mills; Barnabee Chemicals; Acme Shear Co.

Another leading St. Johns industry is Titan Steel Corp. Its president, Walter E. Dudley recently announced development of a new process to make cheap pig iron from low grade ores, and progress of this work is being watched with interest.

President of the Chamber of Commerce is Andre Thibodeau.

Joliette

Population — 16,500.

Building Permits

	No.	Value
1939	143	$ 454,260
1949	154	$1,115,360

Heart of the eastern part of Laurentides and 40 miles from Montreal, Joliette has added 4,500 to its population within a decade, employs them in a broadening list of industries, chief of which are tobacco and textiles.

With waterpower and a steady labor force as drawing cards, the city recounts the following in its industrial review:

The Barrett Co. has added to its paper factory and now employs 100.

Canadian Packers has built a depot there to supply the metropolitan branches.

Consolidated Textile recently built a textile manufacturing plant employing 100 men.

La Compagnie Canadienne de Papeterie, a stationery firm, has doubled its supplies, is now shipping its products to 13 countries.

One of the most modern plants in town is that which the Imperial Tobacco Co. of Canada built in 1947 for the preparation of cigar tobacco.

La Cooperative des Tabacs Laurentiens, now direct representative with cigarette manufacturers, raised its market to 22 million pounds of cigarette tobacco.

The tobacco crop comes from the sandy soils around the Joliette area — land which was virtually unproductive not so long ago and sold as low as 50 to 75 cents an acre.

Joliette Clothing and Farbstein Clothing each employ about 125 hands in the manufacture of suits.

Other industries include: Pinatel Piece and Dye Work Ltd., (affiliated with Consolidated Textile and employing 100 hands, mostly women); Toronto Carpet Manufacturing Co., employing 25; Joliette Worsted Ltd., a textile processing firm, and Joliette Steel Ltee, now under supervision of Dominion Brake Shoe.

Total taxable properties of the city proper are valued at $8,294,800. Non-taxable, being governmental and municipal plus many religious properties, total $7,012,000.

One of the significant changes in the Joliette market has been the increase in English-speaking population. Formerly the district comprised almost entirely French-speaking residents.

Victoriaville

Population .... 14,000.

Woodworking provided the foundation of Victoriaville's post-war industrial expansion, and, according to one civic observer, it in general and the furniture industry in particular hold greatest promise for further expansion during the 1950's.

Newcomers to Victoriaville's industrial index during the past four years are Victoria Industries Ltd., employing 35 people in the manufacture of coffins, and Victoria Wood Articles, employing 25.

A notable expansion is also recorded for an older-established furniture firm, Victoria Specialties Ltd. It has tripled production since 1946, and has increased its working force from 50 to 125 employees.

These and the city's other industries (textiles, shoes, fashion articles) have taxed the city's housing resources.

Last year saw 200 new homes built, and expectations are for about the same in 1950.

Located in the Eastern Townships, Victoriaville is the commercial and distributing centre for the rural area of Arthabaska county within a radius of about 30 miles.

President of the Victoriaville Chamber of Commerce is Germain Lacoursiere, 42-year-old barrister. A law graduate from Laval University, he has practiced in Arthabaska for 17 years.

TOWN OF NEW TORONTO, Ont. new issue of $750,000 3¾% debentures due 1951 to 1970 have been sold to a syndicate headed by J. L. Graham & Co. including Burns Bros. & Denton Ltd., Fairclough & Co., and Cochran, Murray & Co. The first seven years' maturities were sold privately. Bonds due in the eighth to twentieth years are being offered at $99.44 to yield about 3.30%.

Proceeds are to finance a new composite high and vocational school, to open in September. School will contain 28 rooms, gymnasium and auditorium.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

STERLING TRUSTS CORP. net profit of $78,353 for 1949 was practically the same as the 1948 net of $78,276.

Liabilities to the public totaled $5,402,758 ($4,821,021 in 1948). These were secured chiefly by mortgages and sales agreements of $3,523,628 ($3,031,428) and by liquid assets of $2,915,080 ($2,779,725).

Estates, trusts and agencies account amounted to $7,650,139 ($7,276,747).

Annual meeting is Feb. 13.

	1949	1948
Liabs. to public, etc.*	$5,402,758	$4,821,020
Shareholders' equity .	1,146,322	1,103,128
*Secured by:		
Mtges. & sls. agree.	3,523,628	3,031,428
Office premises	110,372	112,995
Liquid assets†	2,915,080	2,779,725
Total	6,549,080	5,924,148
†Includes bonds and stocks.		
Estates account	7,560,139	7,276,747
Earned per share‡ ...	$9.30	$9.46
Paid	6.00	5.25
‡Based on amount paid up on subscribed		

BROCKVILLE TRUST & SAVINGS CO. net profit of $49,035 for 1949 was 12.0% higher than the 1948 net of $43,775.

Liabilities to the public amounted to $2,058,062 ($1,956,347 in 1948). This was secured chiefly by mortgages and sales agreements of $2,406,255 ($2,305,859) and by liquid assets of $480,877 ($460,541).

Estates, trust and agency account amounted to $2,888,897 ($2,768,647).

The annual meeting is Feb. 8. Shareholders will be asked to approve the purchase of office premises known as 35 King Street W., Brockville.

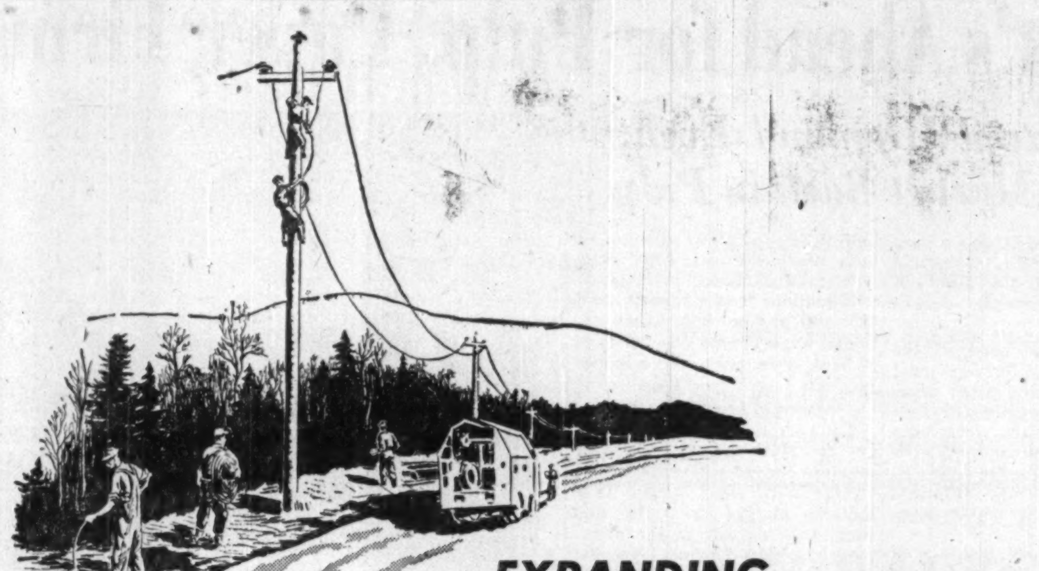
	1949	1948
Liabs. to public, etc.*	$2,058,062	$1,956,347
Res. for mtges.	40,108	40,108
Sh'holders' equity ...	790,727	772,192
*Secured by		
Mtges. & sls. agree.	2,406,255	2,305,859
Furn., fix., etc.	1,765	2,247
Liquid assets†	480,877	460,541
Total	2,888,897	2,768,647
†Includes bonds and stocks.		
Estates account	2,413,293	2,577,685
Earned per share	$4.90	$4.38
Paid	3.00	2.87½

GOVERNMENT
AND
CORPORATION
SECURITIES

CLÉMENT, GUIMONT INC.

56, ST. PETER ST.
QUEBEC

MEMBERS OF THE INVESTMENT DEALERS ASSOCIATION
OF CANADA



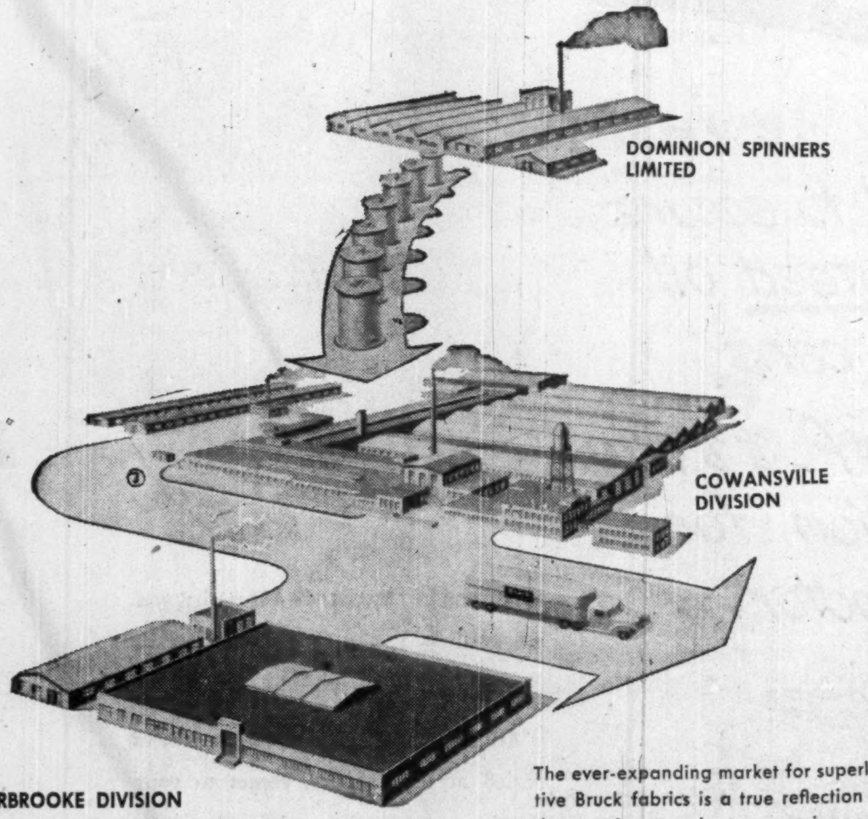
EXPANDING FACILITIES

WHEN heavy electrical equipment again became available, after the demands of war, Gatineau Power embarked upon a wide program of expansion.

During the past two years Gatineau has erected nearly 500 miles of new poles and, in addition, has added 270 miles of distribution lines to existing poles.

The demand for electric service, however, continues and plans are being prepared for another year of sustained activity, not only in line extensions and transformer stations, but in supplementing that essential factor — our resources of power.

Gatineau Power Company



Bruck...

Serving an ever-expanding Market

The ever-expanding market for superlative Bruck fabrics is a true reflection of the continuous plant expansion and modernization, creating an ever-widening diversification of products serving the fabric field.

All operations from yarn to finished fabric, carried out in the Company's plants, are carefully managed and supervised to ensure the finest fabrics for dresses, sportswear, upholstering, draperies, suitings and linings, so essential to Canada and the export markets of the world.

BRUCK MILLS LIMITED
MONTREAL AND TORONTO

Bruck
FABRICS

CANADA
PRODUCES
1/4
OF THE WORLD'S
ALUMINUM

The world's largest aluminum smelter, served by power from Shipshaw, is located at Arvida in the province of Quebec. Together with other Alcan smelters in Quebec at Shawinigan Falls and Isle Maligne, it produces 2,000,000 pounds of aluminum a day — one quarter of the world's aluminum supply. Eighty-five per cent of its production is shipped to more than 80 countries. Because of its high volume of production, Canadian aluminum is selling today at the world's lowest price.

ALUMINUM COMPANY OF CANADA, LTD.
MONTREAL • CANADA
An ALUMINUM LIMITED Company

Street Scene in Arvida. Arvida, a modern city of 11,000 population was founded by Alcan in 1925.

Air View of Shipshaw. Shipshaw power development, begun by Alcan in 1928, has the greatest installed capacity in the world.

Air View of Arvida Works. Arvida smelter of Aluminum Company of Canada, Ltd., was started in 1925 and throughout the years has maintained an unsurpassed record of producing high-quality, low-priced metal.

What's Ahead for Pulp, Paper Firms?

News Supply-Demand Even, Buyer's Market Back in Pulp

In Quebec's 145,000 square miles of productive, accessible forest land lies the kind of money that ordinarily doesn't grow on trees.

Last year these trees, in the form of wood pulp, newsprint and other paper and paper products, brought in roughly $300 millions in U. S. dollars. Gross pulp and paper production in Quebec was worth an estimated $390 millions, nearly half the $810-millions output of the whole Canadian industry.

With such important sums involved, it's worth taking a closer look at this Quebec industry, the prosperity of which touches on the lives of all Canadians.

There are 55 mills in the province which make pulp, make paper and pulp, or do both. In 1949 they paid out an estimated $70 millions in wages, $19 millions for fuels, $16 millions for electricity, $130 millions for pulpwood, $30 millions for other materials and supplies.

They provide employment for about 24,000, not counting nearly 175,000 men from Quebec who take part in the woods operations for a few weeks each year, not only in their own province but in adjoining areas as well.

Over 75% of the Canadian gross production of pulp and paper goes to the export market, mostly the United States. That production total in 1949 was around the $810 millions mark. An estimated $610 millions of this—$425 millions newsprint, $165 millions wood pulp, $20 millions other paper products—went to foreign buyers, $530 millions of it to Canada's neighbor to the south.

Quebec accounts for roughly half the country's production of both newsprint and wood pulp, and on this basis, contributed $215 millions from newsprint and $80 millions from pulp to the national export total, as well as $7-8 millions from other paper products.

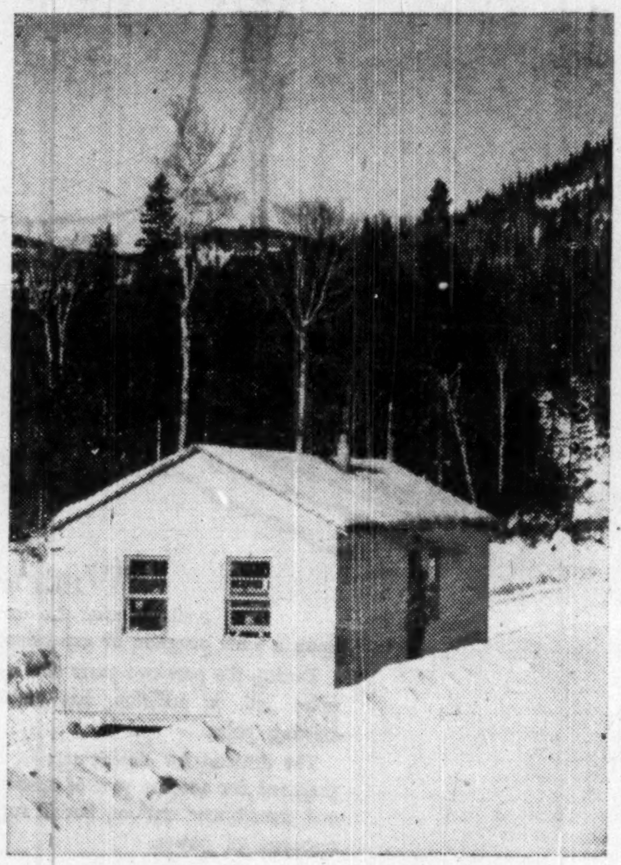
Return of Buyer's Market

The year 1949 was a significant one for Quebec pulp and paper makers because it marked the change from short supply to a buyer's market in pulp and roughly a saw-off in the newsprint supply-demand picture. Despite a 12% drop in chemical pulp shipments and sharp pulp price declines which left small profit margins, the newsprint industry took up some of the slack with record production and steady prices ($100 a ton for the first full year since the price was increased in the fall of 1948).

Weakness in the pulp markets stemmed from a vast increase in productive capacity since the war in both Canada and the United States, and from the decline in overseas markets which coincided with the international currency exchange difficulties.

Pulp prices first started to soften in the latter months of 1948. Scandinavian producers, who had been offering their pulp at levels often 25% or more higher than U. S. and Canadian quotations, began to bring their prices down near those of North American pulp manufacturers.

At the same time, U. S. paper and paper board manufacturers began to hold back on their orders. All along the line, inventories which had been built up when orders had to be placed well in advance, now were considered too high under the new conditions. Orders were placed on a hand-to-mouth basis in many cases.



The old log shanty, thrown together by bushworkers on the cutting site, is disappearing from the Quebec pulpwood cutting scene. In its place, trim, well-built houses, completely equipped, are moved on sleds from site to site by tractors. It's all a part of Quebec's big forestry management program.

The so-called "inventory recession" in the U. S., which affected the textile and other industries there as well as paper and paper board, lasted well into the summer of 1949. By this time, however, inventories had been reduced to rock bottom, and American business conditions were showing quite a sharp revival.

Suddenly the orders began coming in again, and many paper makers found themselves unable to keep pace with the demand. From their lowest production levels in years, they rebounded to 1948 rates of output. Pulp prices, which had been tumbling to new postwar lows, especially unbleached kraft, now began to firm somewhat, leveling off after nearly a year of decline.

The 1950 picture is far from certain. Pulp men feel prices will remain fairly stable through the first quarter and possibly the first half. Scandinavian prices since devaluation have been slightly lower than North American.

However, there's quite a scramble among dollar-hungry sterling countries for pulp made in the sterling area and it is thought the demand will be such that Scandinavian prices will come up at least level with our own. European producers are anxious to sell in the U. S. market for currency reasons, may turn down some bids from their fellow sterling countries to get some of those precious U. S. dollars. By so doing, however, they will undoubtedly force some non-dollar customers to turn to North American producers for their pulp supplies.

The Newsprint Outlook

To some extent the same situation applies to newsprint. Here, however, the tremendous consumption of newsprint in the United States has taken up most of the slack caused by withdrawal of many sterling buyers from the North American market. U. S. publishers are taking 85% of total Canadian newsprint production, leaving 6% for domestic users and only 9% for the non-dollar areas. That 9% was 19% in 1945 and 24% in 1938.

The United Kingdom Government, which purchased 125,000 tons of newsprint in Canada last year, has announced that it won't take any in the first half of 1950.

Australia, which ordered 40,000 tons for the fiscal year ended June 30, 1950, says it won't buy anything in 1950-51.

South American countries, which bought 95,200 tons in 1948 took only 33,400 last year. Total Canadian sales to customers outside Canada and the U. S. dropped to 449,000 tons in 1949, may be still lower in 1950.

However, newsprint producers point out that there's likely to be a bust-up somewhere because Scandinavian countries can't handle the demand alone. For instance, to replace its former Canadian tonnage, Britain decided to step up her domestic newsprint production to 70% of its 800,000-ton capacity (it was running about 55%), buy 120,000 tons in Scandinavia and another 10,000 tons from French and Netherlands sources.

By so doing the U. K. reduced the tonnage available to other sterling countries from European sources. Such deals have led to several enquiries lately from countries which had previously dropped off Canada's customer list. Some still may not be able to buy, but there may be some orders develop out of it.

Effect on Our Industry

In any case, the falling off in overseas sales is starting to have its effects on operations of Quebec's newsprint industry. In December the Canadian industry was operating at only 98.4% of its rated 5,113,108 rated annual capacity. Most of this reduction is attributed to the loss of overseas accounts by the eastern mills.

While the percentage of capacity is still high in comparison with most other industries, it is an indication of the change being wrought by the loss of the European markets. More and more the Quebec producers have been shipping their newsprint southward, and to many of them this means a greater dependence on the U. S. market than they would perhaps wish for.

They also see in this trend a striking example of the disequilibrium which has set in in international trade patterns. It illustrates, they point out, the wider problem of economic division of the western world into two worlds, dollar and non-dollar.

In the newsprint picture, since the Scandinavian mills and forests can't supply the whole sterling area, the present pattern would seem to lead to possible dependence of the free press of the non-dollar democracies on the only other large source of wood

(Continued on page 29)

ADMINISTRATION and TRUST COMPANY
(Société d'Administration et de Fiducie)

EXECUTORS and TRUSTEES

HON. E. L. PATENAUDE, C.R., C.P., *Chairman of the Board*
JOSEPH SIMARD, D.Sc.C., O.B.E., *President*
HEBERT CHRETIEN, B.A.LL.L., *General Manager*
J. C. BROSSEAU, *Secretary General*
HENRI DE CAZES, *Manager (Quebec Branch)*
JACQUES ST. AUBIN, *Treasurer*

Quebec — Montreal — Winnipeg — Regina
Edmonton — Vancouver

A Moco FABRIC
REGISTERED

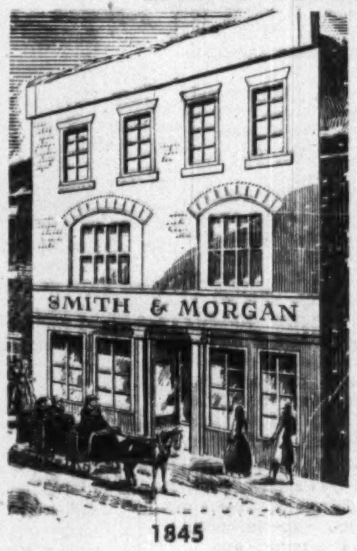
A Sign of
Dependable Quality For
Men's and Women's Wear
FABRICS

The Montreal Cottons Limited
VALLEYFIELD QUE.

Selling Agents
DOMINION TEXTILE COMPANY LIMITED, MONTREAL
Toronto • Hamilton • Winnipeg • Edmonton • Vancouver

. . . . . . and so into the future

1950
MORGAN'S



1845

AS ONE of Quebec's older business establishments, Morgan's has in its one hundred and five years witnessed the fabulous change time has wrought in this treasure house of Nature's bounty . . . Daily, the promise of still greater things unfolds, as earthborn wealth is uncovered — new resources tapped — energies harnessed — frontiers pushed back . . . If the past be but a mirror of the future, what opportunities await in la Vieille Province!

HENRY MORGAN & CO., LIMITED
YOU ARE SURE OF THE QUALITY AT MORGAN'S
MONTREAL

Buy by Can and be Sure!

a few ¢¢¢¢ invested to secure guaranteed oil in cans pays off $$$ in protection for your motor...

When you buy by can you *know* what you are getting. You're sure of the brand, quality and quantity.

Oil in tamper-proof metal containers sealed at the refinery, comes to your crankcase clean and pure. There's no possibility of adulteration or substitution.

Packaging Headquarters for Canada
CONTINENTAL CAN COMPANY
OF CANADA LIMITED
MONTREAL, CANADA
Sales Offices in:
Montreal • St. Laurent • Toronto • Trenton • Winnipeg • Kentville, N.S.
Fort William • Regina • Saskatoon • Calgary • Edmonton • Vancouver
GENERAL LINE CANS • PACKERS' CANS • METAL SIGNS AND DISPLAYS • MONO PAPER CUPS AND PAPER CONTAINERS

THE KEYS TO
HAPPINESS AND
SOCIAL SECURITY
are to be found in the love of one's work
and in the
practice
of thrift.

THE MONTREAL
CITY & DISTRICT
SAVINGS BANK
Established in 1846

Safety Deposit Boxes at all Our Offices

BRANCHES IN ALL PARTS OF THE CITY AND IN VERDUN

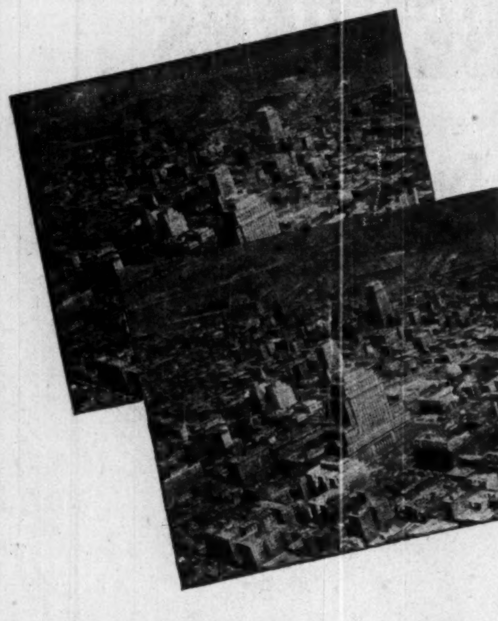
MIDLAND & PACIFIC GRAIN CORP. has declared a semi-annual dividend of 50c per share payable Aug. 1, 1950 to shareholders of record July 15. In response to shareholders' requests and to reduce expense, directors announce that future dividends will be paid on a semi-annual basis, maintaining the annual rate of $1.00 per share. Previously, regular dividends of 25c per share were paid quarterly from Nov. 1, 1947 to Feb. 1, 1950.

Garneau, Boulanger Ltd.
Investment Dealers

•

105 Mountain Hill
Quebec, Que.

Think TWICE
about
Montreal!



★

WHEN you plan newspaper advertising in Montreal, you naturally must think twice, because it is a TWO-language city served by English and French newspapers.

BUT you only need to think ONCE when it comes to a choice of newspapers to cover the English market because one paper — the Star — is all you need. That's because the Star delivers low-cost selling power . . . top reader response and buying impact PLUS complete coverage of the English homes in Montreal.

If there is additional information you would like to have on the Star and the Montreal market, just drop us a line.

The Montreal Daily Star.
"Canada's Greatest Newspaper"
MONTREAL CANADA

Pulp, Paper Industry Planning Its Future

(Continued from page 28)

—Soviet Russia. In the broad trade picture, such world division means reduced trade, lower levels of business, contraction of domestic demand for Canadian and U. S. industry.

Thus, even though U. S. newsprint consumption is now at peak levels, failure to solve the wider problems of international trade will eventually bring about the same end result—reduced output.

Prices Hold Firm

The Quebec newsprint industry, however, looks for a good 1950, with production only 3% or 4% below capacity. Since devaluation, its export business has been bringing in an extra $10 a ton and prices so far have held firm. If devaluations of the sterling countries have their desired effect, ultimately a better balance of trade should develop between dollar and non-dollar customers.

Production of book, writing and fine papers in Quebec in 1949 was very close to 1948 levels, despite reductions in some grades in the early part of the year. As with newsprint and pulp, supply has caught up with demand in most of these lines, caused some slowing down in orders early last year as inventories of some of the fine grades in the hands of wholesalers and retailers began to clog the distribution funnel. Output was about 75,000-80,000 tons worth an estimated $18 millions, over one third of the national total. Prices remained fairly steady, and domestic sales were at good levels, with export business since mid-1948 at a low ebb.

Wrapping paper (Quebec produces over half the industry total) was off about 5% from its 1948 showing when the province's mills turned out 120,000 tons worth $17 millions.

The paperboard mills, whose business is largely in the domestic market, were faced with declining demand at home in the first part of 1949 and in May were operating 12% below 1948. However, they too, experienced a revival in the summer and since then have been producing close to 1948 levels. Final results for 1949 are expected to show output of about 210,000 tons valued at $21 millions, a drop of about 16% from the previous year. Quebec also produced an estimated 75,000 tons of tissue and other papers worth roughly $9 millions.

The Industry's Future

What are the chances of future growth in Quebec's pulp and paper industry? It's unlikely that new mills will be erected in the province, since it has been officially stated by the Provincial Government that the forest resources cannot support any more.

However, output has been increased in the postwar years through installation of more modern machinery and through improvement of existing equipment. This has been characteristic especially of the newsprint industry. Annual Canadian newsprint capacity has been increased by 472,000 tons in the last four years (excluding Newfoundland) without the addition of any new mills.

Another growth feature of the Quebec pulp and paper industry has been the increasing variety of uses it has found for its products and waste materials, and the great advances made in more complete utilization of the forests.

For instance, birch generally isn't suitable for newsprint manufacture. However, at Canadian International Paper Co.'s mill at Gatineau, Que., it's being used for manufacture of plywood. At this same mill, wood chips and wood screenings are used in making insulating board, the company is also obtaining "wood flour" as a by-product. This is sold for use in manufacture of explosives, is also used in making composition floors and as an insulator.

Also at Gatineau, Commercial Alcohols Ltd., which had formerly used molasses as its main raw materials for making various types of de-natured alcohol, last year started operations in a new plant which makes the alcohol from sugars contained in waste sulphite liquors. Its plant adjoins the C.I.P. mill, and the waste liquor is piped in from the paper mill. Rated capacity is two million gallons of alcohol annually.

Sustained-Yield Cutting

Along with the improvements in forest utilization and development of new products, there has been a steady advance in the planning and mechanics of harvesting the pulpwood in Quebec. Naturally enough, when pulp and paper was in its infancy, harvesting meant going out to virgin forests and taking what was wanted.

In recent years, however, as companies had to go farther and farther afield to get their supplies, it became necessary to set up a plan whereby the industry could operate the existing timber limits on a basis which would assure adequate pulpwood in the years ahead.

In co-operation with the Provincial Government, the pulp and paper industry is working to have all Quebec's forest resources on a sustained-yield basis. This calls for a large measure of planning. It works something like this:

Every 10 years the companies take an inventory of their timber lands. From this inventory a general working plan is worked out which outlines over a term of years the areas to be cut and the cutting methods to be used.

This done, the company forest engineers discuss their plan with Provincial Government foresters. After considerable discussion back and forth a plan is finally agreed upon, designed to achieve what's thought best in the long-term interest of the public.

The annual operating plans are submitted to the provincial foresters and modified or changed to meet their views. Where called for, a start is made on construction of necessary dams, flumes, roads and other facilities. Toward the end of the summer, the men move into the woods, set up camps and start to cut down trees.

Determine Cutting Method

The method of cutting is important. Sometimes selective cutting is done, sometimes everything which can be used is cut down. It all depends on the type and age of the stand, the soil conditions, what method will give the greatest encouragement to future re-growth.

To get maximum crop from a minimum of cutting, government foresters determine the minimum diameters of the trees to be cut, how much of the tree must be utilized, and the maximum height of the stump. And throughout the whole woods operation, Quebec government officials are on hand to see that the work is carried out according to the approved plan and check the amount of wood cut.

The whole process of getting the pulpwood from the stump to the mill takes roughly 18 to 20 months, makes accurate forecasting of requirements particularly tricky. It becomes expensive, for instance, when needs are underestimated and loggers have to be shipped in to carry out a further cutting in the spring when conditions are wet and slow down operations, woodsmen are scarce, and hauling is difficult. Thus woods managers are starting to think now about the cut next Fall and winter which will reach the mill nearly a year after that.

Cutting conditions this season were generally very good, but the lack of snow held up hauling operations. The total cut last winter was 20% below Quebec's 1947-48 record total of over six million cords, with a further 20% reduction in this winter's scheduled harvest. The cutback is due to the fact that by the middle of 1948, mills had brought their pulpwood inventories up to adequate levels. Prior to that time, their stocks had been abnormally low as a result of wartime restrictions and the great demand for pulp and paper following the war. The present program is designed to keep inventories at adequate levels and meet current needs.

Decline Noted By Lloyds In Cargo Vessel Building

MONTREAL (Staff) — After a postwar period of practically unbroken increases world construction of merchant shipping showed a decline in the last quarter of 1949, according to figures released recently by Lloyd's register of shipping.

British Commonwealth countries outside the U. K. were well down in the list of leading shipbuilding countries, ranking 11th with 80,755 gross tons under construction. Of this, 33,150 tons (12,840 motor ships) was under construction in Canada, compared with 45,280 tons at the end of September. Lloyd's register covers all Maritime countries except Russia and Germany, for which figures are not available.

While total world construction is still ahead of a year ago (4,395,000 tons vs. 4,140,000), it is down more than 200,000 tons from the volume at the end of September of 4,607,000. Great Britain and Ireland were down slightly over 100,000 tons and the U. S., 112,490 tons.

Despite the over-all decline, there was an increase in construction of motor ships and tankers during the quarter. This type of ship construction now represents 63.5% of the total, against 59.1% at end of September. Great Britain and Ireland, which are currently building 45.4% of all world construction, have motor ships totaling 1,239,368 gross tons on the way and 754,823 of other types; other countries, 1,549,794 and 850,783 respectively.

Following gross tonnage table shows comparison of new work begun and volume of launching during the past two quarters:

	Dec. 31 1949	Sept. 30 1949
New Work:		
Gt. Britain & Ireland	248,696	401,850
Other countries	424,853	518,547
World total	673,549	920,397
Launchings:		
Gt. Britain & Ireland	301,941	336,985
Other countries	485,218	485,128
World total	787,159	822,113

VILLAGE OF BEAVERTON, Ont. new issue of $35,000 3½% 1-20 year debentures have been sold privately to Bankers Bond Corp. Proceeds are for installation of connections to the new waterworks system. All connections will be of copper tubing. The system, commenced in Dec. 1948, is now in operation.

OSCAR DUBE & CIE INC.
founded 1928
INVESTMENT DEALERS
Religious Institutions, Government,
Municipal and Corporate Securities.
Members Investment Dealers Association
105 Côte de la Montagne, QUEBEC

DAVID ET FRERE
LIMITÉE
Incorporated in June, 1928 to acquire the business and
assets of David Frère.
Established 1905
Makers of Fancy and Plain Biscuits
OFFICERS
President—de Gaspé Beaubien. *Vice-president*—F. A. Béique.
General Manager—L. R. Philie.
Treasurer—T. SMYTH *Secretary*—RODIER MERRILL
DIRECTORS
de Gaspé Beaubien, L. R. Philie, Georges O. Soucie,
F. A. Béique, Emilien Gadbois.
Champlain St. MONTREAL, P.Q.

Prosperity

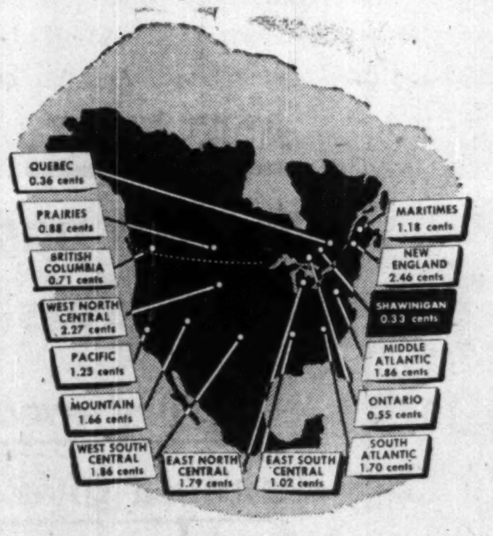
THROUGH LOW COST POWER

Every aspect of modern living and progress, is dependent upon vital electric power. And when such electrical energy can be distributed at the lowest possible cost, a greater number of customers, both industrial and domestic, can enjoy the benefits of modern electrical living and production.

It has always been Shawinigan's prime consideration to aid the growth of prosperity in Quebec through the distribution of low cost power. Today, the 25,000 square miles of territory served by Shawinigan can proudly boast the lowest average unit selling price of hydro-electric power on the North American continent.

Thus, because of the availability of low cost power, this area has attracted some of the continent's largest industries. In this way Shawinigan has helped bring prosperity to the people of Quebec.

Average revenue in cents per kilowatt-hour —


QUEBEC 0.36 cents
PRAIRIES 0.88 cents
BRITISH COLUMBIA 0.71 cents
WEST NORTH CENTRAL 2.27 cents
PACIFIC 1.23 cents
MOUNTAIN 1.66 cents
WEST SOUTH CENTRAL 1.86 cents
EAST NORTH CENTRAL 1.79 cents
EAST SOUTH CENTRAL 1.02 cents
SOUTH ATLANTIC 1.70 cents
ONTARIO 0.55 cents
MIDDLE ATLANTIC 1.86 cents
SHAWINIGAN 0.33 cents
NEW ENGLAND 2.46 cents
MARITIMES 1.18 cents

Source of statistics:
Edison Electric Institute, U.S.A.
Dominion Bureau of Statistics for Canada
(Latest figures available)

ENGINEERING · CONSTRUCTION · TRANSPORTATION
The Shawinigan
WATER AND POWER CO.
ELECTRIC POWER · CHEMICALS
SHAWINIGAN CHEMICALS LIMITED QUEBEC POWER COMPANY
associated and subsidiary companies

Vast Program for Iron Development

$150 Millions Minimum Cost For Big Project

The eyes of Quebec are turned to the northeast.

They're fixed on the Quebec-Labrador boundary, where Canada's newest iron ore project is in the making. No matter where the big ore bodies are finally located, whether it's Quebec or Labrador, the people of Quebec feel that the industrial and employment potentialities promise vigorous benefits for all of Eastern Canada.

Today, the project is just a base camp in the wilderness, 400 miles from the nearest railway or highway, supplied only by what can be flown in by air. Seventy miles away is a potential 500,000-h.p. hydro development on the Kaniapiskau River at Eaton canyon. Another power site, with 1.5 million-hp potential, at Grand Falls on the Hamilton River is some 200 miles away.

To reach it all, looms the prospect of hacking a railway through 360 miles of unknown country, much of it bush and bog.

And once the operation gets going, 10, and later perhaps 20, million tons of ore a year will move along this railway to tidewater at Seven Islands. Eventually, the need for a giant seaway on the St. Lawrence to aid the flow of ore to the blast furnaces of the Canadian and American steel industry may become a must.

Under the financing agreement signed late last year, $5 millions is being provided initially by six American steel companies and Hollinger Consolidated Gold Mines for development work in 1950 and 1951 and for expenditures made in 1949. Checks will be carried out on work already done as well as further exploration to prove additional tonnages and preparatory work on the railway. Managing the operation will be a Canadian company, Hollinger-Hanna Ltd., owned jointly by Hollinger and Hanna Coal & Iron Corp. of Cleveland.

Cold Cash And Markets

The six U. S. backers, also prospective customers, are Armco Steel Corp., Hanna Coal & Ore Corp., National Steel Corp., Republic Steel Corp., Wheeling Steel Corp. and Youngstown Sheet & Tube Co. They have till the end of 1953 to decide whether or not they'll go ahead with the scheme.

And it's a cinch the project won't go ahead unless there's enough cash forthcoming and assured markets for at least 10 million tons of ore a year. It will take anything from $150 millions to $200 millions to put the enterprise into operation. If the financing group exercises its option to take subleases on the properties by Dec. 31, 1953, it thereby undertakes to build and equip the railway and provide adequate docks and shipping facilities as well as set up and operate the mines, power plants, buildings and other facilities.

—Photo by National Film Board

From $150 millions to $200 millions will be spent before this scene becomes symbolic of new mineral wealth for Canada. The shovel is doing preliminary work on the iron development of Hollinger-Hanna Ltd. on the Quebec-Labrador boundary area, with ultimate shipping terminal for 10 million tons of ore a year at Seven Islands, Quebec.

Among the items needed are five or six 6½-yard shovels, each capable of handling 1,000 tons of ore per hour; about 70 diesel-electric locomotives; 2,000-3,000 ore cars with a capacity of 100 tons each; roughly 400 miles of steel tracks; 1.2 million ties; special loading equipment. It will mean hundreds of jobs for construction work; roughly 1,200 at the site when the mining operation gets started. Probably 90%-95% of the expenditures will be made in Canada, with special equipment like the giant shovels expected to come from the United States.

Form $30 Millions Company

To handle the operation, a new Delaware-incorporated company, Iron Ore Co. of Canada, has been formed with a capitalization of $30 millions of common stock, $40 millions 3% income debentures and $100 millions of prior lien bonds. Hanna and Hollinger, original partners in the project, have each subscribed for $2½ millions of common stock and Hanna, as one of the steel companies, has also subscribed for an additional amount of common, part of a $20 millions subscription by the American firms. Hanna president, George M. Humphrey is heading Iron Ore of Canada as president.

In return for the $5 millions for 1949-51 development, the participants receive $5 millions in common stock. Hollinger North Shore and Labrador Mining & Exploration, holders of the present exploration concessions from the Quebec and Newfoundland Governments, will get $3 millions and $2 millions of common stock, respectively, plus royalties on ore mined. In return they will surrender part of their mining rights on a 250-square-mile section in each of the two concessions.

The royalties amount to 7% of the value of iron ore and specialties shipped f.o.b. Seven Islands with a minimum royalty of 25c a ton. President J. R. Timmins told Labrador M & E shareholders that, based on 1949 ore prices and a fair freight rate, the royalty on ore containing 55.5% natural iron will be well in excess of this minimum 25c. Minimum annual royalties begin in 1955, cover 10 million tons five years after the railway becomes available for transportation of ore.

Of the 355 million long tons so far outlined in the areas coming under the deal, 240 millions are in the Hollinger North Shore concession and 115 millions in Labrador concession, and company geologists expect that this ratio won't change much in future discoveries.

When it comes to choosing just what areas will be subleased, Iron Ore Co. of Canada will have the right to the first 200 million tons, half the second 200 millions and two thirds of all remaining merchantable open-pit iron ore. Choice will be made on the basis of engineers' estimates of the average grade, quality, cost and availability. Under this plan, on the basis of ore already outlined, Hollinger North Shore and Labrador M. & E. have 75 million tons reserved for them, with more to come as additional discoveries are made. Of course, they also retain the balance of their exploration concessions not covered in the deal and rights to any precious and base metals discovered in the subleases.

Dwindling Mesabi Deposits

What's behind all the effort and money being poured into these northern iron ore deposits? Over $6 millions was spent on exploration and development even before backers were found and, as noted above, $150 millions or better is likely to be paid out before a single ton of ore can be shipped.

Primarily, the Quebec-Labrador project is indebted to the dwindling iron ore reserves of the famous Mesabi Range in the area around Lake Superior. Mesabi has supplied the United States steel mills through a period of incomparable industrial growth and the two most costly wars ever known. Now, its higher grade reserves are showing signs of petering out, and U. S. steel makers are looking around for alternate sources of supply.

You can't get steel men to agree on how soon Mesabi is likely to be mined out. However, the range's reserves of open pit iron ore were 1.2 billion tons in 1940, were down to 980 million tons by the end of 1948 despite the fact that efforts to prove more ore have been accelerated the last couple of years or so.

Production of Mesabi ore has been running about 70 million tons annually. If no more ore is found, that means there's less than 13 years' supply of open pit ore left. Even if it lasts 20 years, mining men point out, that's still a short time in the life of an industry.

And so, more and more the U. S. is turning to sources of supply outside the country. For one reason, the steel industry south of the border went through 500 million tons of iron ore during World War II and U. S. strategists are said anxious to conserve Mesabi's remaining ore reserves for any future emergency.

Even U. S. Steel Corp., which has a corner on the largest part of the Mesabi ore, is expected within 10 years to be drawing 15 million tons annually from its new development in Venezuela and another 10 million tons of Mesabi taconite concentrates.

At the moment, the U. S. is getting about 7½ million tons through imports, 65% of them split about evenly between Swedish and Chilean ores. Canada provided another 20% last year and is expected to step up its tonnage shortly through the expansion of Steep Rock and Michipicoten output, and possibly Wabana, and the coming into production of Quebec Iron & Titanium's new electrolytic smelter at Sorel, Que.

Other sources include the billions of tons of taconites in the Lake Superior area which can be converted into useful concentrates through beneficiation; U.S. Steel Corp.'s Venezuelan development which is said to have one billion tons of high-grade ore all in one mountain; lesser deposits in Venezuela, totaling about 60 million tons, owned by Bethlehem Steel; new deposits in Liberia held by Republic Steel Corp., one of the participants in the Quebec-Labrador venture; and the Quebec-Labrador deposits themselves.

Has Strategic Advantage

Where does this new northern Canadian development fit into this picture? Its proponents feel that it has a strategic advantage over high-grade deposits in other countries because shipments could be made entirely along inland water and rail systems. They also contend that the northern Quebec and Labrador ores will have an edge over the taconite concentrates because of less costly processing.

Pattern of supply for U. S. steel companies other than U. S. Steel and Bethlehem will look something like this by 1960, according to the Journal of Metals, official publication of the metals branch of the American Institute of Mining and Metallurgical engineers:

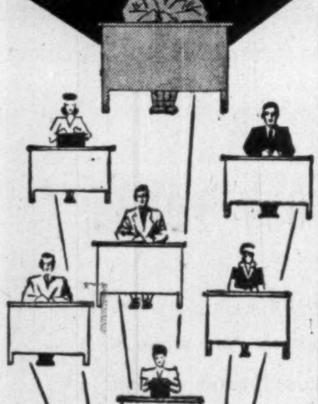
	Tons (000)
Quebec	10,000
Mesabi taconite concentrates	17,000
Liberia	0.500
Venezuela (bought from U. S. Steel and Bethlehem)	4,000

Eventually, of course, Iron Ore Co. hopes to raise its output from 10 million tons yearly to possibly 20 millions. Not only does it hope to increase its sales in the United States, but if international currency obstacles are removed, it might dispose of two to four million tons in the United Kingdom, and further tonnages to other European countries. In addition, it is expected that the Canadian market will gradually broaden.

One of the big "if's" in building up to such high tonnages, however, is the St. Lawrence seaway project. Initially, it's thought that ore may go by water from Seven Islands along the Atlantic seaboard to Boston, South Amboy (south of New York), Philadelphia, Baltimore and other U. S. ports, or to Montreal, for transshipment by rail to the steel mills. A small proportion may be transferred to canal vessels at Montreal. However, officials connected with the development feel that its full potential can't be realized unless the seaway is built.

Despite the fact that the cost of the canal part of the St. Lawrence waterway alone has been estimated at $350 millions, they feel that the outlay would be

(Continued on page 36)



INSTANT COMMUNICATION multiplies MANPOWER

ELECTRO-VOX systems are easy to operate, they give vital services and reduce costs as well.

ELECTRO-VOX systems ensure immediate intercommunication with all departments or any individual in your organization. Nation-wide ELECTRO-VOX has factory-trained installers and service men, a policy of undivided responsibility.

MAIL THE COUPON FOR FULL DETAILS

Electro-Vox Inc.
2222 Ontario St. East, MONTREAL
Please send the facts on how ELECTRO-VOX can save money for our company.
NAME ....
COMPANY ....
ADDRESS .... CITY ....

Tex-made COTTON
T.M. REG'D.
COTTON IS USED IN:
Toe and Leg Lining,
Insole, Filler, Counter,
Inner Toe Cap, Vamp
Cover, Ankle Piece,
Quarter Form.

DOES THE JOB

IN A THOUSAND WAYS cotton plays a vital part in the domestic life of every Canadian. In equally varied ways it enters essentially into commerce and industry. Every year the Canadian textile industry produces 250,000,000 yards of cotton fabric and 175,000,000 lbs. of yarn. From its plants situated in the Province of Quebec, Dominion Textile Company, Limited, plays a leading part in this production. By doing so it provides employment for over 9,000 people. This vigorous textile industry is a source of strength to Canada's industrial framework, for it assures home production of essential commodities. It also widens the home market for all types of goods and services.

DOMINION TEXTILE COMPANY LIMITED
Montreal • Canada

ON BEHALF OF TRANSIT PASSENGERS

The movement of people is vital to the business and social activities of any Community.

CONSIDERING THAT: 80%

of the population in cities travels regularly on tramways and buses

AND THAT:

transit passengers are only interested in the use of streets for the movement of traffic,

Every measure adopted to relieve traffic congestion should give priority to the users of public transportation

MONTREAL TRAMWAYS COMPANY

Montreal's Plan to Ease Traffic Snarl

Two large projects—one to cost $180 millions and the other $60 millions—give the City of Montreal some hope of ridding itself of its traffic problems.

The city has asked the Quebec legislature, meeting this month, to set up a new transportation authority which will control its tram and bus lines, a proposed $60-million east-west expressway and a new 15-mile subway, estimated to cost $180 millions.

The transportation commission, under the draft bill forwarded to Quebec, would also be given power to expropriate the system operated by the Montreal Tramways Co., thus bringing under public ownership the transportation system of the whole Montreal metropolitan area.

The proposed bill was drawn up by a board of research on traffic and transportation set up by the city some time ago. The board's report included two paragraphs which suggested that federal and provincial financial aid be sought for the projects and that the provincial Government also share its gasoline and motor vehicle taxes within the city. This was subsequently deleted.

So far, no detailed plan has been presented as to how the projects will be financed, although it was suggested that some money for debt service would be available through exemption from federal taxes if the tramways system is taken over.

The city must go to Quebec for approval of the scheme because there's nothing in Montreal's charter which authorizes it either to acquire transit facilities or to set up an authority which has such powers. Plan now is to get the legislation through and later detail such points as who the commissioners will be, how much will be paid for the tramways company and where the money will come from. If the draft bill misses this session of the legislature, it would probably have to wait till 1951. Plans for a subway and expressways have been talked about for years and now that things are moving, city fathers favorable to the scheme don't want to see it bog down again.

What the bill's reception will be at Quebec isn't known. Mr. Duplessis promised that it would get prompt study. There has been some opposition on the grounds that the financial features have been skipped over too quickly. Others suggested that there should be a referendum to ask voters their views at the time of the municipal elections in December next.

Listing the advantages of a subway system, the board pointed out that it would mean regular service free of weather and traffic troubles; passenger comfort; speedier movement; less congestion on the streets; higher real estate values; economies to commerce and industry through faster truck deliveries, easier customer and delivery access to stores and offices; decentralization of the residential areas.

As for the expressway, the report proposes that it connect with the provincial highway at the western end of the city and follow a route south of the Upper Lachine road escarpment through the west end industrial district, along the harbor front to Viau St. and possibly to Bout de l'Ille eventually. Access to surface streets would be available at about 15 different points along the expressway, and traffic going to and from the centre of the city could move with increased freedom.

Subway Looks To Future

The routes for the subway were worked out with a view to future needs of the city in the way of arterial networks and transit routes, and also bearing in mind the present layout of streets and the ground and underground conditions. It's thought the subway would eliminate the need for 110 miles of existing tram lines, leaving 136 surface lines still in operation.

Here's the proposed underground network:

A line running up into the north part of the city under St. Denis street with a loop below St. Catherine St. via Craig St. to join the east-west line again at Peel and St. Catherine Sts.; an east-west line under St. Catherine and Ontario Sts. east of St. Denis and under St. Catherine and Sherbrook Sts. west of St. Denis. There would also be a line extending north from Ontario St. in the vicinity of d'Iberville St. and a half-circle north and west of the mountain joining at either end with the north and west ends of the system.

Total mileage planned initially would be 15¼ miles. Further lines weren't projected because the board felt that there might be changes in the distribution of the population and in land use which can't be foreseen at the present time.

Draw Detailed Plans

More than 1,000 plans of sewer, water main, gas main, telephone conduit and other underground electrical conduit locations have been or are being drawn up by the public works department. In addition, the city has been carrying out numerous borings to test soil conditions along the proposed routes.

A preliminary key plan of the subway and three preliminary plans and profiles of the various parts of the routes have been prepared by the works department. From this preliminary planning they estimate that the full initial trunk subway system would cost $140 millions and the rolling stock and other fixed equipment a further $40 millions.

Of the $60 millions required for the 13 miles of expressway, it's estimated that $20 millions will be needed for land and the remainder for construction.

In addition to the subway and the expressway, the board also recommended the construction of three underground garages and a number of street widenings and other improvements to the surface traffic network, all following the city's master plan.

How Does Traffic Move?

Priority of the various projects hasn't been settled. A Royal Automobile Club of Canada report claimed that motor vehicles carry 71.2% of the traveling population of Montreal with only 28.8% on the tramways and the remainder by buses, taxis and commercial vehicles. It held that expressways and garages would go a long way toward solving the traffic problems.

However, the board of research broke down the various types of traffic as follows:

Carriage per hour per lane of traffic on streets, less than 2,000;

Automobiles on expressways, less than 3,000;

Buses on streets, less than 4,000;

Buses on expressways, less than 7,000;

Metropolitan tramways on streets, 13,000.

The report also claimed that the public transit system daily carries over 80% of the traveling public, on the grounds that it carries an average of one million passengers daily.

With the various hurdles still to be overcome, observers point out that the various projects may be some time away from realization. However, approval of the draft bill last month by the Montreal city council started the ball rolling for a multi-million dollar traffic unsnarling program, which could mean a lot to Canada's largest city.

Quebec Farming Continues Prosperous Despite Slight Dip in '49 Production

While final tabulations on Quebec's gross agricultural production for 1949 are expected to be somewhat lower than 1948's record $423 millions, the year was generally regarded as a successful one for the province's farming community.

Prices of farm products held up well in most cases. There was a decline of about 3% in total dollar volume of field crops, due largely to lower yields from several of the major types of crop. The overall acreage in crop last June was slightly higher than at the same time the year before, but dry weather last summer retarded growth and cut down yields. Production estimates valued the provincial total for field crops at $190 millions compared with $196 millions in 1948.

Despite this decrease these are still prosperous times with value of production nearly 40% above 1946. Costs are up about 30%. Illustrating the changes in price in the interval, here's a comparison of some of the field crop prices:

	1946	1949
	$	$
Wheat (bu.)	1.25	1.70
Oats (bu.)	0.69	0.84
Barley (bu.)	0.90	1.18
Mixed grains	0.83	1.15
Potatoes (cwt.)	1.85	1.57
Turnips (cwt.)	1.00	1.25
Hay & clover (ton)	12.98	21.00

The Dairy Picture

Milk prices and sales remained strong, although there was some reduction in both prices and production of some of the dairy products, principally butter. Butter output dropped to 93 million lb. from 96 million in 1948, and concentrated milk to 126 million lb. from 132 million. However, cheddar cheese was up to nearly double the 1948 figure (23.7 million lb. vs. 13 million).

This reverses an earlier trend which saw Quebec's cheese output decline from 62 million lb. in 1945 to 43 million in 1946 and 23 million in 1947, while butter rose during the same period from 88 million lb. to present levels. Dairy factories in the province are set up to switch easily from the one product to the other, depending on which price picture looks most attractive.

On the livestock side, prices held very well during the year; showed increases in several cases. There was a small decline in the province's horse, cattle and sheep population, but swine were up 14% and poultry 10%. The number of turkeys on Quebec's farms, especially, jumped sharply, increasing from 316,000 to 504,000 or 59.5%. Egg production was down slightly at 56 million dozen against 61 million, despite a 9% increase in the hen and chicken population.

Fruits and Sugar

Quebec had a bumper crop of fruits, including 1.6 million bushels of apples (up 33 1/3%), 7.5 million quarts of strawberries (up 44%) and 300,000 quarts of raspberries (up 36%). The blueberry crop was exceptional, totaling 20 million lb. worth $2 millions compared with 9 million worth $1.4 millions in 1948.

Weather conditions weren't very favorable to the flow of sap last spring for the province's maple syrup and sugar producers. However, the quality of the syrup was better and average price paid was 12c a gallon higher than in 1948, with sugar up 2c per lb. Total syrup production was 1.9 million gallons (1.7 million in 1948) worth $6.8 millions ($6.1 millions), and maple sugar output totaled 1.7 million lb. (2.2 million) valued at $598,000 ($744,000).

One of the biggest gains was recorded by the sugar beet industry, one of the province's relatively new developments. Growers harvested 68,547 tons of sugar beets compared with 27,556 tons in 1948. Yield per acre was up to 11 tons against 9½ last year and sugar production rose to 17.4 million lb. from 7.9 million. The number of producers jumped from 1,235 to 2,179.

Plan to Improve Farms

The Department of Agriculture has been carrying out a program of soil improvement in recent years, mainly through drainage, and has been able to reclaim large tracts of previously uncultivated land. Over 470 miles of drainage work was carried out along 384 water courses, resulting in the improvement of an estimated 150,000 acres, in the period from April, 1949, to the end of the year. This work is done under a subsidy scheme.

In addition, the Department makes grants for clearing purposes in order to enlarge the areas under cultivation. Last year 118,600 man hours on this work resulted in improvement of about 83,000 acres.

Another method by which the Government has given aid to the farmers has been through its Farm Credit Bureau which since its inception in 1936 has made 29,491 loans totaling $70 millions at low interest (2½%) payable in 39½ years. Total loss to date has been $270. It also has a scheme in operation to encourage farmers' sons to continue farming, including special grants to help them buy farms, scholarships to agricultural schools.

A project which has grown rapidly since its inception in 1947 is the Government's artificial insemination service for its purebred livestock. Headquarters is at St. Hyacinthe at the provincial dairy school, with 17 different centres now operating in the province. Last year it's estimated that over half of the 1,041 provincial herds made use of the service.

BOYMAR GOLD MINES is carrying on diamond drilling from the long crosscut put out at the 750-ft. level from McMarmac, annual report of McMarmac advises. On Nov. 30, 1949, McMarmac had $73,869 in cash, receivables of $14,070, bonds worth $5,000 and a note receivable from Boymar of $26,631. Current liabilities were $1,343.

DONNACONA PAPER COMPANY
LIMITED
Woodpulp and Sulphite Pulp Mills, Newsprint
Donnacona Board and other Pulpwood Products

CAPACITY OF MILLS
98,000 Tons Newsprint
96,000 Tons Groundwood Pulp
50,000 Tons Sulphite Pulp
90,000,000 sq. ft. Insulating and Building Board

Head Office *"Kent House"*
25 St. Louis Street *Quebec City*

Raymills Ltd.
RAY-MIL Fabrics

Yarn Dyed Plaids
Yarn Dyed Checks
Dress Prints
Lingerie Satins
Filament Crepes
Spun Mixtures

RAY-MIL Fabrics

1435 ST. ALEXANDER ST., MONTREAL, QUE. TEL. LA. 4620

Hamel, Fugère & Cie, Ltée
Investment Dealers
•
71 St. Peter St.
Quebec, Que.

GOVERNMENT, MUNICIPAL,
CORPORATION AND
RELIGIOUS INSTITUTION
SECURITIES

Société Générale de Finance, Inc.
(GENERAL FINANCE CO. INC.)
Investment Dealers
57 St. James St. W., Montreal

SOCIAL STABILITY
characterizes life in
QUEBEC

Here, the family comes first . . . Life revolves around the home — and each home-unit is a strong link in the chain of a contented and cohesive society . . . a society which jealously guards the freedoms which this country enjoys.

L'ACTION CATHOLIQUE, the influential French daily newspaper of Quebec, is read by a large proportion of these socially stable families.

The cause of this newspaper is the preservation of a high moral and spiritual tone in family life and behavior. To this and to other causes of primary importance to its readers, L'ACTION CATHOLIQUE has devoted itself untiringly since its foundation in 1907.

Private enterprise can flourish only on a harmonious, stable and integrated society, free of discontent, neurosis and unrest. The readers of L'ACTION CATHOLIQUE, therefore, present a strong bulwark for free enterprise . . . a fertile market for Canadian manufacturers who not only want to sell their goods, but who take the longer view of cultivating the good-will of each rising generation in their good names and reputations.

Social stability characterizes life in Quebec, and L'ACTION CATHOLIQUE, for over forty-two years, has contributed in no small measure to this ideal condition.

L'ACTION CATHOLIQUE
QUEBEC CITY

Total circulation
83,275
ABC

La Voix de l'Est

the only daily paper in
GRANBY, Que.

Total population
25,143

FRENCH POPULATION
22,629

•

72 Industries in
diversified businesses
to make for
stabilized employment

—

Over 7,000 people actively
employed, with annual
payroll exceeding
$23,000,000

•

For complete details see
E. A. WILLIAMS
Metropolitan Bldg., Toronto
Canada Cement Bldg., Montreal

Publishers also of the
following trade papers
and magazines
in French:

OUTILS & ACCESSOIRES
(Tools and Accessories)
CHASSE ET PECHE
(Hunting and Fishing)
ELECTRO-MECANISME
(Electrical Appliances)
LA FOURNEE
(Bakery Magazine)

•

For complete details see
ERNEST J. SHEARMAN
Tel. LA. 8214
MONTREAL
C. J. W. HAMPTON
Tel. GR. 5765
TORONTO

La Voix de l'Est

The only daily paper in GRANBY, Que

Aimé Laurion, *Publisher*
and Managing-Director
Granby, P.Q.

Wonder 'Light Metals' Boom Quebec Progress

Titanium Industry Will Add To Variety Aluminum Offers

Aluminum ingots from the Arvida works of Aluminum Co. of Canada provided a large part of the industry's 700 million lb. production last year.

The development of light metals made great strides during World War II under the impetus of wartime necessity, and this trend has continued in the post-war period as industry keeps on finding new and still broader uses. Quebec has a direct interest in the success of probably the two most important of these metals—aluminum and titanium.

From a Quebec point of view, its aluminum and titanium industries are quite different in the type of operations which they involve. Bauxite, the basic and most important raw material in primary aluminum manufacture, is mined elsewhere and made into ingots here. Titanium ore will be mined here but will be exported to United States as titanium slag after being treated at a new electrolytic smelter being built at Sorel.

The two industries are alike in that they require large quantities of one of the province's most valuable and abundant assets—hydro-electric power. Both industries present great possibilities for Quebec's future.

Aluminum has been one of the fastest growing metals in the modern industrial world. Great things are expected also of titanium, not only as titanium dioxide for pigments, but as a metal of high strength and light weight.

Titanium first hit the news in a big way in Quebec in the summer of 1948, when Kennecott Copper Corp. and New Jersey Zinc Co. announced plans to develop large titanium-bearing ilmenite deposits at Lac Tio in the Allard Lake area. To operate this new venture, the two American companies formed Quebec Iron & Titanium Corp. in which Kennecott holds a two-thirds interest and New Jersey Zinc, one-third.

The project involves estimated expenditures of $20 millions for construction of a 1,500-ton-per-day electric smelter at Sorel; a further $5 millions for the mining operation, a 27-mile railway to the terminal at Havre St. Pierre on the north shore of the St. Lawrence, and port facilities at Havre St. Pierre.

Production at Sorel when full scale operations start is expected to be 176,000 long tons of pig iron and 23,000 long tons of premium quality titanium slag. A domestic market for the iron is said assured.

The 1,500 ton-per-day smelting plant will consist of five of the largest-size electric furnaces known, and to supply the large quantities of power required, the company entered into a contract with Shawinigan Water & Power Company for 160,000 h.p.

First deliveries of power will begin on a limited scale this summer. It's expected that initial mining operations will start in August, by which time the railway and the terminal and port facilities at Havre St. Pierre will be completed, enabling shipment of ore to Sorel.

First furnace is due to go into production in October, although commercial production is not expected until next year. Full scale operations are scheduled for the summer of 1952.

The Lac Tio deposits supporting this operation are said to contain roughly 125 million tons of ore, the largest body of titanium of its type known in the world. Mine output could readily be expanded beyond the initial 1,500-ton-a day level, and at Sorel the plant has been laid out to accommodate three additional units of the same capacity as the one now being erected.

The demand for titanium has increased greatly in recent years. Titanium dioxide is now regarded as the top quality pigment for making white paint and for similar purposes in rubber, plastics and a great many other products. While paints represent the greatest use for titanium today, greatest potentialities are said to be in titanium as a metal. Extensive research is now studying its properties in various new products, handling methods and how it can best be produced and processed on a low cost, mass production basis. It has been used for some time in alloys such as stainless steels and high temperature alloys, and now the chief objective of research work is development of a structural material.

The Aluminum Picture

Aluminum is a good example of the type of growth which can take place with these new light metals. Before the war, Canadian aluminum production — all of it in Quebec — was under 200 million pounds per year. During the war output skyrocketed to over 1 billion pounds annually, then dropped to around 400 million at wars end.

However, wartime research had revealed a great many new uses for this versatile metal and instead of leveling off at what was thought to be "normal," production was soon back up around the 700-million-lb. mark.

A large factor in this revival was a contract with United Kingdom for the purchase of 460 million lb. of aluminum ingot in 1946. This contract was filled and a new one entered into which is believed to terminate at the end of March.

Last year, production of aluminum in Canada totalled an estimated 700 million lb., about the same as 1948 figure of 707 million. Total export of primary and semi-fabricated aluminum totalled $89.8 millions of which $48.7 millions went to United Kingdom and $20.2 millions to the United States. The 1949 sales to the U. K. represented an increase of $8.9 millions over 1948 when 318 million lb. were shipped. Sales in Canada represent only about one seventh of the total.

Aluminum is being used more and more in structural work. For some time it has been used in buses, trucks and streetcars and, in varying degrees, for boxcars by the railways. This year, the Roberval and Saguenay Railway, a subsidiary of Aluminium Limited, ordered a new 50-ton boxcar which was the world's first boxcar to feature an all aluminum body. This cut the weight of the car from 46,500 lb. for its equivalent in steel, to only 34,400 lb.

An interesting development in the use of structural aluminum is the new bridge at Arvida, Que. which has an all aluminum span. The lighter weight of the structure permitted savings in foundation costs and its corrosion-resistant qualities eliminate the need for painting. Span was completed in November, and the bridge will be ready for use early this summer.

In an aircraft field, extensive use is being made of aluminum alloy forgings for the impeller blades in jet engines, because of their light weight and high resistance.

To cope with the high level of demand for aluminum, Aluminum Co. of Canada requires a large quantity of hydro-electric power to operate its primary aluminum plants. At Shipshaw No. 1 and Shipshaw No. 2 at Arvida, the company has one of the world's greatest power developments with a combined capacity of 1.5 million h.p.

It requires about seven tons of raw materials plus electrical energy equivalent to that obtained from about 16 tons of coal at utmost efficiency to make one ton of aluminum. This quantity of electric power would make about 18 tons of newsprint or would supply the average Quebec home with electric light, heat and power for over 50 years.

Alcan's primary aluminum capacity is greater than any other individual producer in the world and its actual output makes Quebec Province the world's second largest producer of primary aluminum. It's natural, then, that Alcan needs power, and lots of it, to continue aluminum output on the present scale.

Its generating plants are operated by water from the Lake St. John reservoir, but it now appears that except for the period of the spring run-off, this natural water basin isn't sufficient to operate the Shipshaw plants at maximum capacity the year round.

The company prepared a proposal to divert water from the Bersamis River into the Lake St. John reservoir via the Peribonca River. However, after a study undertaken by Hydraulic Engineer A. B. Normandin on behalf of the Provincial Government, the proposal was turned down.

There are indications however, that a new plan may be developed to increase the reliability of its power supply. Premier Duplessis announced recently that Alcan had submitted a new project involving the Peribonca River alone. The development of this river could be accomplished with advantage for further power extension of the Lake St. John-Chicoutimi region, and it was therefore the duty of the Government to study carefully the latest project submitted by the Aluminum Co., Mr. Duplessis stated.

Outlook for the aluminum industry seems bright. Despite the fact that a large part of its sales goes to the nondollar countries, Quebec's aluminum is expected to remain on the priority lists of its foreign customers. Aluminum is in great demand and Quebec is the one big source of available supply for these countries.

Although aluminum has permanently replaced some metals in a number of uses, its growth has been closely allied with the new relationship between the price of aluminum and other industrial materials. Prewar price of aluminum on a per pound basis was usually double that of copper and four to five times that of lead or zinc. Now aluminum is about the same as copper and only slightly less than lead and zinc was less than all three last year.

In addition, as steel prices continue to climb, aluminum has been able to compete on a much more favorable basis with this metal and is being used in structural work, castings and so on.

This change in the competitive price situation has had a lot to do with the opening up of new markets and has brought hundreds of new manufacturers into the aluminum fabrication field. Before the war, it's estimated that there were less than 600 companies manufacturing aluminum products in Canada. This number has increased to over 1,000 of which 335 are in the Province of Quebec.

With titanium now beginning to take an increasingly important place in the industrial scheme of things, these two light metals are expected to be major factors in future growth of the province.

UNDERWRITERS AND DEALERS IN:

Quebec Municipals
School Commissions
Religious Institutions
and Industrial Bonds

DESJARDINS, COUTURE INC.

266 St. James St. West
MONTREAL

69 rue St.-Francois
ST. HYACINTHE

J.C. BOULET LIMITÉE

Government
Municipal, Corporation And
Industrial Securities

71, RUE ST-PIERRE-TÉL. 2-5618
QUÉBEC

BRITISH AMERICAN
BANK NOTE COMPANY
LIMITED
OTTAWA

Engravers & Printers
of
BANK NOTES
DEBENTURES
STOCK CERTIFICATES
BONDS & STAMPS
for
GOVERNMENTS & INDUSTRY

Branch Offices
MONTREAL & TORONTO

The Original Canadian Company
Established 1866

GOVERNMENT, MUNICIPAL,
RELIGIOUS AND
CORPORATION SECURITIES

CREDIT ANGLO-FRANCAIS
LIMITEE
249 St. James St. West, Montreal

NOW
for the first time in years-
TEN-TEST*
TIME-TESTED INSULATING PRODUCTS
a complete range of these versatile,
Masonite BRAND PRODUCTS*
modern building materials is at your disposal
HARDWOOD IP.* PLYWOODS
for better building, remodelling, repairing!

... Canada's largest-selling rigid insulating board. Available in large, easy-to-handle panels ... attractive in its natural finish ... can be enamelled, painted, stained, any desired color.

... tough, durable wood products for building, remodelling, repairing. Easily worked with ordinary carpenter tools ... can be shaped or bent and attractively finished in any color.

... light in weight, amazingly strong! Ideal for striking interiors that will last. Readily installed with nails, screws, or glue. Responds beautifully to a variety of finishes.

* Registered trademarks that signify that International Fibre Board, Limited, Masonite Company of Canada, Ltd., and International Plywoods Limited are the sources of the products.

FOR FREE SAMPLES—detailed information and technical data, write Dept. C-1.

INTERNATIONAL FIBRE BOARD AND PLYWOOD SALES LIMITED
GATINEAU, QUE.

**Dominion
Provincial
Municipal
Public Utilities and
Religious Securities**

La Corporation de Prets de Quebec

FRS. LETARTE *President* 132 St. Peter St. Quebec L.-A. PEDNEAULT *Vice-President*

L. Letourneau — Representative — Three Rivers

**LAURENTIAN TEXTILE
Co. LIMITED**

MANUFACTURERS OF
KNITTED OUTERWEAR AND
KNITTED FABRICS

ST. JEROME QUE.

L. MARCOUX-Manager *Tel. St. Jerome 725*

SAVARD & HART
MEMBERS
MONTREAL STOCK EXCHANGE
MONTREAL CURB MARKET

SAVARD, HODGSON & CO. INC.
MEMBERS
THE INVESTMENT DEALERS
ASSOCIATION OF CANADA
276 St. James St. W.
MONTREAL

Quebec - Trois-Rivières - Sherbrooke - St. Johns, Que.

**HERS
FROM 9 TO 4**

● From 9 to 4 . . . five days a week : : : someone else is influencing and training your children — their school teacher.

The Parents of Canada can be proud of the integrity with which this precious trust is administered by the men and women who are helping to mould the minds and characters of Canadian youth.

Give them your support through active participation in Home and School organizations.

THE EMPLOYERS' LIABILITY ASSURANCE
THE EMPLOYERS' ASSURANCE
CORPORATION LIMITED

Fire, Casualty and Automobile Insurance

CHARLES CURTIS
Manager for Canada

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

Textiles Remain Major Quebec Industry

What Will be Effect of British, U. S. Competition?

Devaluation was the "talk of the town" in Quebec's textile community in 1949, and is still good for many an earnest discussion among textile men.

Main reason for its continuing high place on the list of current topics and problems is that over four months after the United Kingdom Government decided to take the plunge, the effect of devaluation on province's textile industry still isn't completely clear.

In some sections of the industry, especially in the woolen and knit goods field, devaluation has meant a definite increase in competition from the nondollar areas and reduced output by domestic mills.

In the cotton and synthetics fields, however, in which the bulk of Quebec's textile production is concentrated, the post-devaluation period has thus far seen a slowing down rather than an increase in imports. Concurrently, production of both cotton and synthetic textiles has shown an upswing instead of an anticipated decline.

That's the short range picture. But the big question in the minds of industry officials in Quebec are:

(1) How long will this lull-before-the-storm last?

(2) How big will the storm be?

Consensus in the trade is that 1950 operations should remain at good levels for the first six months; after that, it's anybody's guess. Potential competition from the United Kingdom, the United States, European producers and Japan could be very serious they say.

Whether in actual practice foreign imports will hit the textile industry hard or, in fact, be allowed to do so, remains to be seen. On this subject, President W. S. Burrill of the Cotton Institute of Canada said recently: "The moderate tariffs which we have do not confer any privilege on our industry; they only make it possible for us to fulfill our role as a major source of employment. So long as we fill that role conscientiously, we can expect fair treatment so that our hope for control of any unfair import is neither rash nor excessive."

What It Means To Quebec

It may be some time before the final answers to these questions about the future become apparent, but there is no doubt that the actual events which provide the answers will have an important bearing on Quebec's economy.

Textiles and textile products in this province represent a gross production of over half a billion dollars annually, half the Canadian total. Any developments which boost or knock this Quebec industry, directly affect over 90,000 employees earning roughly $150 millions annually in salaries and wages.

The province produces roughly 75% of the country's cotton goods, two thirds of its synthetic and silk textiles, 40% of its hosiery and knitted goods, about one quarter of its woolen textiles. Its clothing industry has shown steady growth, turns out 60% of Canadian production of men's factory clothing, over two thirds of women's factory clothing. It also does nearly half the hat and cap business, and nearly two thirds of the corset trade.

In trying to assess what's ahead, textile manufacturers have been studying past patterns of competition from other countries as well as current indications of new trends now developing.

The Cotton Section

In Quebec's cotton industry, for instance, its manufacturers note that before World War II, Britain was shipping roughly 75 million square yards of cotton fabrics to Canada. Last year, U. K. exports were only 30 million yards; the year before, 36 million.

Does this drop in British sales in Canada mean that competition from that quarter is a thing of the past? Producers here would answer that question with an immediate and definite "no."

At the moment, they say, British manufacturers are concentrating on sales in the sterling areas where there is still a sellers' market and where they get higher prices than Canadian consumers are willing to pay. But when this sellers' market disappears, and they are looking for other customers, Canada is a logical choice for extra sales effort, producers reason.

There would be far more United Kingdom goods flowing into Canada now, they point out, if it weren't for this reluctance on the part of U. K. producers to take lower prices. Basically, British makers have an edge in costs which is hard to overcome. For, despite the fact that the Quebec industry has provided the largest chunk of the $40 millions earmarked by Canadian cotton producers for modernization and expansion since the war, in a knock-down, drag-'em-out competitive fight it would be hard to overcome the advantages of wages which are less than half our own.

Even if U. K. producers don't bother to lower their prices in terms of sterling below predevaluation levels, the currency changes in effect have more than eliminated the 15% and 17½% duties on U. K. cotton piece goods.

U. S. Competition

Actually, Quebec cotton textile manufacturers in 1949 had far more competition from the United States than they did from Britain, both in the volume and in the type of goods coming on the market. Of 245 million yards of cotton piece goods imported into Canada last year, 190 million came from south of the border. This volume of import was the second highest in history, exceeded only by 1947 when civilian shortages caused by the war were still being filled. U. S. yardage was 10 times prewar.

The American competition was regarded as particularly serious because it represented goods of the same type in which the Quebec industry specializes.

However, most of this influx was due to a sharp recession in the U. S. industry early last year which knocked their prices down drastically.

At the same time, until July 1, American goods were coming in under greatly reduced Canadian tariff restrictions. The duties had been cut in order to encourage the importation of British cotton goods in May, 1948, when it was felt that a shortage existed in Canada, and under the Geneva agreement tariffs against United States goods had to be reduced by the same amount. When the normal tariffs on British goods were resumed July 1, 1949, the American exporters also had to pay their old duty.

During all this period, U. S. imports were under quota, and textile producers shudder to think of what the volume might have been had it not been for the quota system. As it was, since the quotas are in terms of dollars, the physical volume of imports was able to increase sharply when prices plummeted in the United States. The quota was raised 25% early in the summer as Canada's dollar shortage eased somewhat.

Since last summer, the U. S. industry has shown a sharp revival accompanied by firming prices. This factor plus Canadian dollar devaluation has reduced the flow of U. S. goods into Canada.

Helps Quebec Operators

It was this change in the American market situation, which in some cases priced U. S. goods out of the Canadian market, along with British producers' reluctance to decide on a definite pricing policy after devaluation, that gave Quebec cotton operators a shot in the arm in the last quarter of 1949. So far, the high level of activity has spilled over into 1950 and producers have reasonable hopes that it will continue at least until the middle of the year.

Last summer's performance, textile men say, is a good example of the problem the industry faces in competition from U. S. textiles. The American industry is characterized by sharp swings upward and downward, and on the down-side a large volume of U. S. fabrics flows into the country at depressed prices.

Our Export Prospects

On the export side, chances for sales of Canadian cotton goods are considered poor since devaluation. Sales have been mainly in the British West Indies and were already at low levels due to import quota restrictions. Main business has been in the domestic market in past years.

The cost picture for the cotton industry isn't too clear. Devaluation meant that Canadian buyers of raw cotton must pay 10% more, but supplies of U. S. cotton are expected to be high in view of the 1949 crop of 16 million bales, the sixth largest crop on record. This should tend to lower prices somewhat under ordinary circumstances. However, the U. S. Government farm price support policy may operate to even increase raw cotton prices this spring, according to present indications.

Lower American cotton sales in world markets and a reduction in domestic consumption this winter could perhaps force a price reduction. Synthetics have made considerable inroads into former cotton markets, and cotton men feel that a marked drop in raw cotton prices is needed to help cotton hold its own.

The Rayon Picture

Canadian consumption of rayon goods in 1949 was at record levels totaling 163 million yards compared to 131 million the year before. Despite an increase in imports of rayons and rayon fabrics, domestic output dropped to 140 million yards against 115 million in 1948 and 80 million in 1946.

One of the two rayon manufacturers in Canada operates its plants in Quebec and many of the province's fabric manufacturers are incorporating the new synthetics in their products. These include some of the big cotton yarn and cloth manufacturers who are dividing their production facilities between rayon and cotton. This gives the Quebec textile industry a large measure of diversification and improves its stability.

The synthetics industry has been broadening its variety of products rapidly. In the United States synthetics are being used for men's and women's clothing for all seasons. Canadian climate conditions have thus far militated against manufacture of all-synthetic clothing for complete year-round wear, but fabrics are being produced for spring and fall. The Quebec industry is continually experimenting with new types of fabrics, using both acetate and viscose rayon, nylon, and, in many of them, mixtures of synthetic and natural fibres.

Export business in the rayon industry has been showing a steady decline in recent years. Total Canadian shipments abroad in 1949 were down to 2 million yards compared with 3.5 million in 1948 and 7.8 million in 1947. As in the cotton industry, exports represent a relatively small proportion of total sales.

The United Kingdom has been doing the biggest business in Canada among foreign competitors. Their shipments here last year totaled 13 million yards, up from 11.8 million the year before. Imports from the United States increased from 5.4 million in 1948 to 9 million last year.

Thus far the Quebec industry has been able to compete successfully with goods from outside Canada and it expects that despite devaluation, it should be able to hold its own in the competitive battle. Continued development of new products is helping to fill in the gaps where declines are shown in sales of established lines.

On The Fashion Side

The province is showing an increasing trend toward the fashion side of the textile picture. Montreal clothing manufacturers especially are pushing that city as a style centre. Its clothing industry represents a leading factor in Canadian production of women's dresses, suits and coats, lingerie, children's wear and other women's clothing.

Aim of this section of the industry is to build up the Montreal label on clothing so that it will by synonymous with distinctive, smart, up-to-the-minute styling. It's reasoned that the whole textile industry of the province will benefit through increased demand for locally produced wearing apparel. Only on this basis, it's argued, can there be permanent competition with United Kingdom and U. S. imports.

Another way in which the industry is building for the future is the program it has undertaken to train its own technicians. Last September, the first class graduated from the St. Hyacinthe Textile School after a course lasting four years. They were Canada's first textile school graduates. Next year, the first Ontario crop will get their diplomas from a new school set up at Hamilton.

Industry officials realize that the millions of dollars spent on new machinery, plant modernization and expansion in recent years would be wasted if skilled technicians and administrators were not available to cope with the technical problems and accept responsibility. These trained young people will prove valuable in research work and in developing new techniques and products.

Over 400 students are now enrolled at St. Hyacinthe. Some are paying their own way and others are going through on scholarships given by their firms. One Quebec firm is spending $26,000 a year on 23 students; another has set up a $4,000 bursary. Tuition fee is $40 for residents of the province, $100 for outsiders. Students must have ninth grade certificates or the equivalent to enter.

Prior to the establishment of this well-equipped school, the industry had always had to depend to a large extent on English and American immigrants for skilled help. Now it is expected there will be a steady flow of trainees brought up under the guidance of experienced textile men who know the problems and needs of the domestic industry.

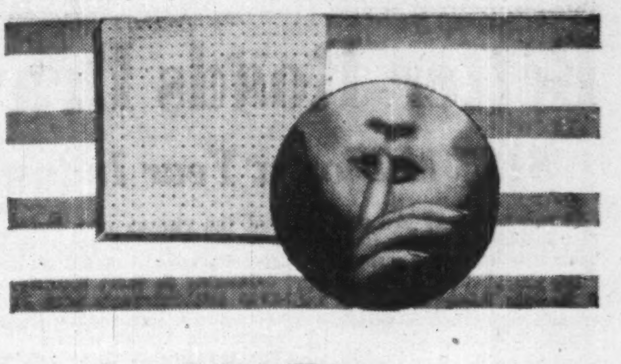
Through its training program, modernization, its development of new products and styles, Quebec's textile industry is taking positive steps to make sure it has a sound base for future growth.

UNDERWRITERS OF
CORPORATE ISSUES

RENÉ-T. LECLERC
INCORPORATED

240 St. James St. West MONTREAL

Established 1901



**ACOUSTI-
CELOTEX**

Does away with unwanted sound.

Increases efficiency for plant and office.

Better conditions for personnel.

*Get in touch with our nearest branch
for Consultation and Estimate.*

**Dominion Sound Equipments
Limited**

Head Office . . . 4040 St. Catherine St. West, MONTREAL.
Branches . . . Halifax—Saint John—Toronto—Winnipeg—Regina
Calgary—Vancouver.

HUGH H. SMITH & CO. LTD.
Investment Securities

*Members
Investment Dealers Association
of Canada*

14 Fabrique St. Phone 3-5726
QUEBEC CITY

**A NEW REGIONAL SALES SERVICE
FOR INTERNATIONALLY KNOWN
EQUIPMENT LINES FOR**

Quebec • North Shore • Newfoundland

QN

To serve better the growing industrial needs of Quebec's expanding North Shore, Labrador and Newfoundland particularly and also in other parts of Quebec Province, this new selling organization has been established.

Staffed by experienced engineers and technical men, we are able to offer a special sales service — at the point of sale — and fast deliveries of equipment from strategically located warehouses.

Every line we carry is a leader in its field. Buyers' enquiries are promptly and efficiently handled by an expert mechanical sales force.

LUMBERING AND PULPWOOD EQUIPMENT
GENERAL CONTRACTORS' EQUIPMENT
MUNICIPAL EQUIPMENT • INDUSTRIAL EQUIPMENT
PUBLIC UTILITIES • MINING AND QUARRYING EQUIPMENT

Portable Air Compressors for Rent or Sale
Ask for Descriptive Literature

**QUEBEC-NEWFOUNDLAND EQUIPMENT & SUPPLY
COMPANY LIMITED**

Head Office: Castle Bldg., Montreal BElair 5582
Parts and Service Depot — Warehouses: Seven Islands, Que., and Corner Brook, Nfld.

Better Roads Draw Tourists

$125 Million a Year Industry Still Grows

It may be heresy to say it, but that distinctive French-Canadian color is awfully good business too.

It's provided the province with a Horatio Alger story (or the Quebec equivalent of same).

From neglected infancy to rewarding manhood — that fits the tourist industry in Quebec.

The province was receiving an inexplicably small 3½% of the Canadian tourist trade during the twenties.

But the vacant Laurentian ski slopes, the almost-neglected history of the Plains of Abraham and the Isle of Orleans, and the color of the then-remote Gaspe fishing villages is paying off handsomely now.

Georges Leveille, director of the Quebec Publicity Bureau, now lays claim to one third of the Canadian tourist volume.

He figures that the visitors, who came in the hundreds to hire caleches in front of the Chateau Frontenac, to take home the patiently made handicraft items, or who have been chaffing loyally in recent months for word that snow has come to the Laurentians, left the province richer by $125 millions last year.

That's an increase of 11.4% over 1948 — and 1948 was 10% up on 1947.

Increases of that size are nothing new. They've been ranging between 10% and 15% every year since the war ended.

Mainstay of Quebec's tourist "market" is the man who comes in his own automobile, stays an average of five days.

Last year, for example, 781,405 automobiles brought in 2,344,215 passengers. Added to these were 1,422,634 who entered by other means of transportation, making a total of 3,772,847.

18.8 Million Tourist Days

Based on sample surveys, it is estimated that these people stayed a total of 18,864,245 "tourist days," and that they spent at least $5.95 a day.

That makes a volume of more than $112 millions from the "long-term visitor" alone — so described because he remains more than 48 hours.

On top of this, it is estimated that the visitors who darted in for shorter periods spent, in aggregate, upward of $12 millions.

Catering to these tourists are 3,500 establishments with 57,000 rooms. In a single night, Quebec could sleep 115,000 visitors.

The Industry is Spread Around

Economically, one of the fortunate features of the tourist trade in Quebec is that it distributes money into areas which otherwise would be relatively unproductive. The distribution of the tourist dollar is, for example, much more even geographically than are industrial payrolls.

There is no part of the province, with the exception of the sub-Arctic wastes, which doesn't get the feel of tourist money — and 25% of it goes directly into the retail merchant's cash register.

Each of the populated districts has its own distinctive features to offer, and, equally important, its own provincially sponsored "Syndicate d'Initiative Tourisque."

With an eye to making the Gaspe fishing villages more accessible to the bustle-weary Americans the Government is now embarked on a program of paving the highway around the peninsula. A road has also been built which offers direct access from Quebec into the Saguenay region.

Quebec City shares with European cities the pervading atmosphere of timelessness, not only in the sites distinctly marked as tourist magnets, but also in its distinctive architecture. To the north lies the Laurentides Park, to the east the St. Maurice area, and across the river the Eastern Townships.

Extend Road Paving

A goodly portion of Quebec's lure for vacationists may be derived from its "Old World" atmosphere, but the motorist of 1950 won't bump over "Old World" roads to partake of it.

Here, as everywhere else today, the truism of the tourist business applies: there is a plottable relationship between the volume of business a district gets and its paved mileage.

Access to Montreal and its varied tourist entertainments is provided direct from the U. S border by means of the dual "Laurier Highway" which went into service in the late '30's and has been progressively improved since.

Now a plan is afoot to improve access from the Ontario side and the ports-of-entry which lie to the west. A dual "Trans-Island Highway" has been proposed to provide a top calibre link with the trans-provincial highway system which Ontario is building across its southern regions.

From Montreal, reports Ernest Gohier, chief roads engineer, the traffic going up into the mountains has become very heavy 12 months of the year, and congestion has frequently occurred on Sunday afternoons and evenings. Plans are to transform the existing three-lane highway serving the district into a four-lane highway, and extra land along the right-of-way has already been bought.

North of Ste. Agathe, 50 miles from Montreal, the Quebec Department of Roads is now completing work on a beautiful two-lane highway from St. Jovite to Mont-Laurier, a distance of about 70 miles. This year traffic from Val d'Or, Noranda, Rouyn and Amos will be able to reach Montreal in good time. It will also mean that supplies for the two districts of Abitibi and Temiscamingue — 500 miles away — will come directly from Montreal instead of from Toronto, 700 miles away.

In the east, reconstruction of Pie IX Boulevard has been completed at a cost of $1 million. The Department is now working on the plan of a highway running east-west on Isle Jesus which, when built, will permit traffic to enter Montreal at the closest point of destination.

For Border Crossing

Since the Federal Government completed new immigration and customs buildings at Blackpool, near the New York State border, a new highway (No. 9) is opened with two concrete lanes and limited access. Grading is completed along the east side of the right-of-way so as to make it a dual highway whenever the traffic warrants it. By this route, Americans will now be able to come from the border to Montreal in less than an hour.

Between St. John and Montreal, the provincial government is working on a new dual highway which will take care of traffic not only between these two points, but also of all the traffic of a three-lane highway running from the border of the State of Vermont to St. John, the largest port of entry.

For traffic moving in both directions between Drummondville and Quebec there has been completed one side of a dual highway which will eventually be extended to Quebec City.

A three-lane highway is to be completed within the next three years between Montreal and Sherbrooke and all intermediate points, such as Magog, Waterloo, and Granby.

Next year is the completion date scheduled for a highway from Beauharnois to Valleyfield. To the west of Montreal, a new dual highway called the Metropolitan Boulevard was completed last fall, together with Côte de Liesse. The traffic going or coming from the west is well served but a new highway, to replace the treacherous Soulanges Canal road, will be built from Vaudreuil to Coteau Landing very shortly.

From the western limits of Montreal, improvement and widening of sections of the Montreal-Three Rivers Highway is under way. Beyond Grand'Mère, the reconstruction of the highway leading to La Tuque is 50% completed, and, in 1952, the whole 75-mile road should be finished.

Around Quebec City

Here are some of the highway developments radiating out of the province's other tourist and economic nerve centre, Quebec City.

One of the best highways in North America leads north to the Saguenay and Lake St. John districts, crossing the beautiful Laurentides Park. This new highway, together with one skirting Lake St. John, will be completed within the next three years, and will be kept open the whole year round.

Every year, different sections of the highway between Quebec and Baie Comeau (now rated very fair) are widened and improved. At present, work is centred mostly between Quebec Murray Bay and Tadoussac.

To improve traffic across the St. Lawrence River, the approaches on both sides of the Quebec Bridge are being rebuilt. The roadway on the bridge itself is being widened.

From Levis, across the river from Quebec, the main highway running through Beauce county and leading to the State of Maine is almost completed.

On the south side of the St Lawrence, increasing traffic is requiring a lot of widening work and the rebuilding of sections on the highway leading to the Gaspé Peninsula, where 450 miles out of 550 are paved. This highway also leads to New Brunswick and eventually is expected to be part of the Trans-Canada Highway.

On the highway from Riviere-du-Loup to Edmundston, N.B.—another possible section of the Trans-Canada Highway—only 20 miles out of 70 remain to be finished. It should all be completed this year.

LAJOIE, ROBITAILLE & CIE
Limitée

Valeurs de placements

60 St. James Street, West
MONTREAL

Crédit Interprovincial, Limitée

INVESTMENT
SECURITIES

210 NOTRE DAME ST. WEST
MONTREAL
LA. 9241

65 ST. ANNE STREET
QUEBEC
2-1852

MEMBERS OF THE INVESTMENT DEALERS ASSOCIATION

FOR PAPERS OF QUALITY
High Grade
UNBLEACHED SULPHITE
•
"LIGNOSOL" PRODUCTS
ROAD BINDER
TANNING EXTRACT
CORE BINDER, ETC.
•
GASPESIA SULPHITE COMPANY, LTD.
Post Office Box 1487 — Quebec, P.Q.
Mill at Chandler, P.Q.

Expect Reduction in Net Quebec Debt And Over-all Surplus for 1949-50

Despite the fact that higher-than-anticipated capital expenditures in the 1948-49 fiscal year left Quebec's net debt at March 31, 1949, at $299 millions, its highest point since 1945, prospects are that at the end of the current fiscal year, the net debt figure will once more be down around $280 millions, approximately the levels of 1947 and 1948.

As it is, on the basis of latest available population and financial figures, per capita net funded debt of the province of $82 is the lowest in Canada. This figure includes treasury bills outstanding. With per capita interest charges also said to be the lowest in Canada, it indicates Quebec's current sound financial position.

Expected decline in the net debt figure is due to the recently announced sale by the government to Quebec Hydro of hydro-electric power sites and installations on the upper Ottawa. Sale price will be approximately $20 millions. The deal involves the generating station at Rapide VII, the Lake Dozois storage dam and the potential power site at Rapide I formerly operated for the Department of Hydraulic Resources by the Hydro Commission.

Net debt of the province at the end of the 1948-49 fiscal year was $299.4 millions. Previously it had declined from $308.2 millions in 1945 to $299.4 millions in 1946, $284.9 in 1947 and $274.9 at March 31, 1948. However, in the 1948-49 fiscal year, the province ended up with an over-all deficit of $31 millions despite an excess of ordinary revenues over ordinary expenditures of $33.8 millions.

This deficit resulted from expenditures on capital account of $64.7 millions, including $50.4 millions for road construction, as against budgeted capital expenditures of $16.8 millions. The sharp increase over budget estimates occurred because the government thought it wise to accelerate several large undertakings which had been initiated in the previous two or three years, Provincial Treasurer Onesime Gagnon explained in his budget speech last February.

Ordinary expenditures budgeted for in 1949-50 total $145.2 millions; compare with actual expenditures in 1948-49 of $160.7 millions. Expected ordinary revenues were estimated at $176.6 millions against actual revenues of $194.5 millions last year. After taking into account proposed capital outlays of $31.3 millions, over-all surplus was forecast at a nominal $150,000.

This policy of balancing the budget on a pay-as-you-go basis to meet both current and capital expenses has been a feature of the provincial financial picture in recent years, with last year's deficit the first in some time.

For the most part, the government has attempted to restrict its borrowing to refunding operations. However, early last year it sold $35 millions of Province of Quebec 3% sinking fund debentures to fund some of its floating debt and advances made to the Farm Credit Bureau and the Rural Electrification Bureau. Last fall it also sold a further $15 million 3% debentures, $10 millions of it for refunding purposes and the balance to go towards purchase of Quebec Pulp & Paper Corp. assets ($1.5 millions), grant to McGill University ($1.5 millions) and to reimburse the provincial treasury for expenditures on bridges.

Province also intends shortly to sell $15 millions in debentures due 1955 in the United States with the proceeds, along with other funds, going towards retirement of $15 million 2% U.S.-pay debentures maturing March 1.

Although expenditures and revenues estimated in the budget last year were below 1948-49's actual levels, both income and outgo are again showing an upward trend this year. However, the expenditures on capital account are expected to be substantially lower, with outlay for roads likely to be only slightly over half last year's $50 millions, according to Provincial Treasurer Gagnon. The most important capital undertakings have been completed, he stated in his budget address a year ago (capital expenditures are defined as "those which add to the assets of the province"). In any case, the province anticipates that it will cover both its ordinary and capital expenditures in the current fiscal year and return to its program of gradual debt reduction.

FLOREGOLD RED LAKE is using two diamond drills to explore the extension of the New Jason porphyry zone. A series of deep holes is to be drilled on the south shore of Casummit Lake and later a cross section will be made adjacent to the New Jason boundary with drills working through the ice.

HOTEL DE LASALLE
MONTREAL, CANADA

In the true LaSalle tradition of good taste, we offer you unrivaled facilities for that Luncheon or Dinner Party you may have in prospect. Why not let us counsel with you NOW on the handling of your next social function to your complete satisfaction in

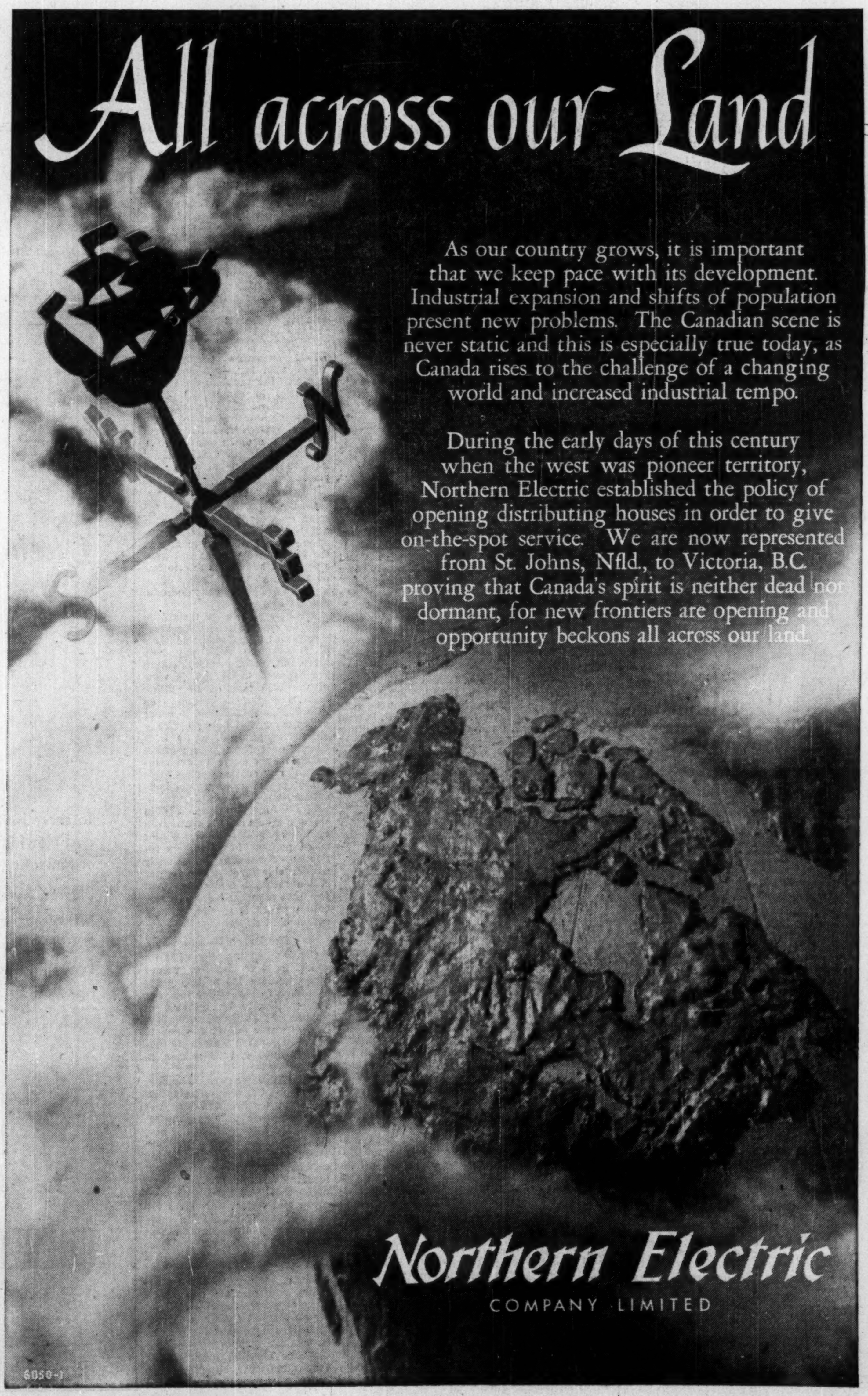
"An Eating House of International Fame"

PERRON GOLD MINES production in the final quarter of 1949 amounted to $200,506 from 35,472 tons milled as against $195,996 from 33,909 tons in the comparable 1948 quarter. Estimated ore reserves at Dec. 31, 1949 were 96,210 tons containing 15,891 oz. of gold down 11,090 tons and 3,040 oz. from a year earlier. The north crosscut on the 725 level is approximately 200 ft. from one objective and 500 ft. from the other objective.

ROBERT A. RANKIN & COMPANY LIMITED
CONSULTING INDUSTRIAL ENGINEERS
Pulp & Paper — Industrial Power
Chemical Engineering

PROJECT CO-ORDINATION • DESIGN • SUPERVISION
PROCESS DEVELOPMENT • ENGINEERING ECONOMICS

SHERBROOKE ST. WEST MONTREAL, CANADA
BRANCH OFFICES — TORONTO — OTTAWA



As our country grows, it is important that we keep pace with its development. Industrial expansion and shifts of population present new problems. The Canadian scene is never static and this is especially true today, as Canada rises to the challenge of a changing world and increased industrial tempo.

During the early days of this century when the west was pioneer territory, Northern Electric established the policy of opening distributing houses in order to give on-the-spot service. We are now represented from St. Johns, Nfld., to Victoria, B.C. proving that Canada's spirit is neither dead nor dormant, for new frontiers are opening and opportunity beckons all across our land.

Northern Electric
COMPANY LIMITED

6050-1

Quebec Gold, Base Metals Output Up; Further Gains Anticipated in 1950

With indicated increases of anywhere from 26% to 38% shown by outputs of gold, silver, copper and zinc, actual mining of metals in the province of Quebec in 1949 was an outstanding feature of the entire Canadian mining industry.

All available data suggest that the flow of all these metals will be still greater in 1950.

The fine recovery of production levels at Noranda Mines was unquestionably a factor in the improved showing, more gold being produced by a considerable margin than in the previous year. But the very impressive performance of East Sullivan Mines which commenced production at Jan. 2, 1949, and addition of Quemont to producers the following June, represented a most substantial new force pushing the province's mineral output higher.

By the close of 1949, Noranda Mines was taking substantially increased tonnages of ore from suppliers of siliceous fluxing ore in the Rouyn area. These suppliers comprise Powell Rouyn, Elder Mines and Quesabe. With Noranda now treating concentrates from East Sullivan and Quemont as well as concentrates from Waite Amulet and Normetal, there will probably continue to be an even greater gold output from fluxing gold ores in 1950, it is thought.

The Rouyn camp has added Donalda and Anglo-Rouyn as well as Consolidated Duquesne, to the north, to its list of gold producers. Work is being resumed at Lake Wasa Mining Corp. where a large gold ore body has been demonstrated with this property a good prospect for production. Consolidated Beattie and Stadacona both did well in 1949 and with broken ore reserves getting built up at the former, increased production appears a good possibility this year.

To the southeast of Rouyn along the Quebec gold mining belt, the Siscoe - Lamaque and Malartic areas have been giving a particularly good account of themselves.

Lamaque and Sullivan Consolidated have both been pushing ahead and recovery at Sigma has been steady. Siscoe has been lost as a producer and so has Louicourt Goldfield. But as far as over-all output by the camp is concerned, addition of East Sullivan has more than offset these two unfavorable developments.

All four of Malartic's producers—Malartic Gold Fields, East Malartic, Barnat and Canadian Malartic—have been increasing their output, with this increase particularly marked at the first two mines mentioned. Malartic Gold Fields has worked milling rate up to double the previous level following a doubling of capacity. It is hoped that a still further increase in tonnage may be accomplished. East Malartic and Barnat have both extra unused capacity and are aiming for higher production levels.

In the Cadillac camp, O'Brien has maintained production close to previous levels but Consolidated Central Cadillac suspended production last year.

Off "main street," Belleterre has reported some new ore discoveries recently, the shaft has been deepened to allow development at depth, and operations appear well stabilized. Perron is producing steadily and has recently done some work on the adjoining Cournor property.

Addition of Anacon to the ranks of the producers in 1949 and installation of increased capacity at New Calumet not only enhanced the province's output of base metals but means a modest increase in gold production as well.

There are many new possibilities being investigated which can readily lead to further expansion of Quebec's gold-silver-copper-zinc production.

In the Rouyn camp, Noranda is investigating the MacDonald occurrences with a 1,000-ton mill under consideration. Noranda itself is giving a consideration to large scale production of sulphur from pyrites.

In the Siscoe-Lamaque area Golden Manitou is investigating a large-scale copper occurrence and a new and distinct copper production operation could easily develop.

The Bachelor Lake camp shows pretty well defined possibilities for production of no less than three metals — gold, silver and zinc. O'Brien's gold property in this area has in excess of $3 millions of gold ore demonstrated by an extensive diamond drilling program. Dome has demonstrated a fine silver-zinc property with a shaft expected to be put down for underground development. Chibougamau is becoming quite active again and work is to be resumed on the Consolidated Chibougamau property where considerable tonnage of copper-gold ore was demonstrated in past work.

Inactive at present, the Bevcourt and Croinor gold properties are regarded as pretty sure bets for future production although anything up to a few years might elapse before production plans are laid.

Considerable diamond drill exploration is now proceeding in Quebec with drills working in many sectors including Rouyn Malartic, Cadillac, Chibougamau, Surprise Lake. In recent years, Quebec has always been in the forefront of expanding mineral production and northern Quebec is still regarded as one of the best places to look for new mines.

Que. Growth Communities

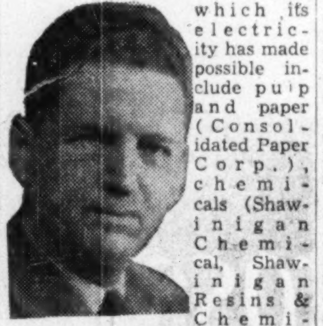
Shawinigan Falls

POPULATION — 36,408.

BUILDING PERMITS:

1939	141	$498,120
1949	208	$1,220,025

Often called "the power city," Shawinigan Falls is one of the most highly industrialized centres of its size in Canada.



MR. DUGRE

Industries which its electricity has made possible include pulp and paper (Consolidated Paper Corp.), chemicals (Shawinigan Chemical, Shawinigan Resins & Chemicals, Canadian Industries Ltd., Prest-O-Lite), Aluminum Co. of Canada, textiles (Wabasso Cotton, Canadian Converters), and abrasives (Canadian Carborundum). Power is produced by Shawinigin Water & Power Co.

New since the war is the Canadian Converters plant (leased from the city) with more than 245 workers making shirts and pyjamas. Established industries which have undertaken major postwar expansion include C-I-L with a new sponge plant recently opened, Shawinigan Resins & Chemicals with a plastics plant now four times as big as it was at war's end, and Shawinigan Water & Power, with a new 300,000 horsepower generator plant.

Capital investment in industry now is estimated to exceed $80 millions. Shawinigan Falls, served by both CPR and CNR, is 20 miles from the deep-water port of Trois Rivieres.

Playing a prominent part in promoting industrial growth and in getting out the facts and figures on the city's potential are Shawinigan Water & Power's industrial development department, and an active Chamber of Commerce headed by Arthur Dugré of National Breweries.

Last year in the city proper (excluding Shawinigan South and Shawinigan Bay), municipal permits covered building of 42 new residential structures containing 68 dwelling units and valued at $357,000.

Hull

POPULATION—41,000 (50,000 in 10-mi. radius).

BUILDING PERMITS:
1949 approx. $2.5 millions

Hull's postwar industrial expansion was still in high gear through 1949.

Most recent of the big projects to start building is a federal government job — a $6 millions, 2,000-worker official Printing Bureau for which foundation construction is now being pushed.

But the main bulk of this industrial growth community's expansion was and is sparked by private enterprise capital.

Substantial newcomer industries for Hull in 1949-50 include: Majestic Leather Goods Co., with a 90-worker, $100,000 new plant making luggage and handbags etc.; Primco Ltd., completing construction of a 50-worker 100,000 new plant to make aluminum mouldings for the building industry; Goodhue Co., from Rock Island, Que., women's work clothing; Har-Mor Co., costume jewelry; A. L. Mailman Corp.'s subsidiaries, J. H. Connor & Son (domestic and commercial laundry equipment), and Ottawa Car & Aircraft, moving from Ottawa into the recently purchased former Hull Iron & Steel plant where $300,000 improvements and machinery installation are nearing completion this month.

As well, older Hull establishments have been expanding at a fresh pace, including notably: Eddy Paper's E. B. Eddy Co., 1948-49 completion at $2¾ millions of expansion and improvements to sulphite pulp mill and other Hull properties; Mica Co. of Canada (electrical insulation etc.), addition under way; Sobie Silk Co., clothing, addition recently completed.

Adrien Chatelain and Paul Sauvageu are respectively president and secretary of the Hull & District Chamber of Commerce. The "little metropolis" has, as well, several enthusiastic and consistent winners among its unofficial salesmen, including notably Raymond Brunet, former (8 years) mayor and present civic ambassador-at-large.

Arvida

Population—10,983.

Building Permits

	No.	Value
1939	**35**	**$1,278,780**
1949	**55**	**2,171,300**

While industrial development maintained its pace, commercial and residential expansion forged ahead to new records in 1949 in the aluminum capital of Canada. Last year, 149 new homes were built (100 in 1948) and a number of new stores. About 50 new dwellings are scheduled for 1950.

MR. LATRAVERSE

As the home of the Aluminum Co. of Canada, Arvida is the industrial heart of the Saguenay district, giving employment to its own citizens and to those of adjacent communities of Jonquière, Kenogami, Chicoutimi and Port Alfred.

Arvida's Chamber of Commerce is headed by Roger Latraverse, assistant superintendent, Property Dept. Alcan. A well-known hockey player, in 1935, he played for Canadians in the NHL. Born in 1914, he organized and coached Arvida Tigers, an entry in the Quebec Amateur Hockey League and then the Quebec Rovers, a New York Rangers farm club.

Sorel

POPULATION—15,000.

Sorel's biggest industrial project of the moment also is one of Canada's most promising for future expansion — the Allard Lake-Sorel-Havre St. Pierre mining and smelting program of Quebec Iron & Titanium (Kennecott Copper and New Jersey Zinc).

The city's most recent other major industrial development — also a "great" in the record of Canada's postwar manufacturing expansion — is the new 1,200-worker, $5 million mill of Canadian Celanese.

Quebec Iron & Titanium's project involves spending of an estimated $20 millions on construction (now under way) of a 1,500-tons a day electric smelter at Sorel, another $5 millions to open its mine at Lac Tio, in the Allard Lake area, build a 27-mile railway out of Havre St. Pierre on the north shore of the St. Lawrence, and port facilities there.

Initial mining operations are scheduled for August, by which time the railway and port facilities may be about ready to open for shipment of ore to Sorel. With full-scale operation, annual production at Sorel of 176,000 long tons of pig iron and 23,000 long tons of premium-quality titanium slag is expected.

The world's largest car ferry—"Abegweit"—was delivered to the Canadian Government in 1947 by Marine Industries Ltd., whose shipyards provided the largest source of jobs for Sorel workers in many recent years. Another important factor in the city's growth has been Sorel Industries Ltd's machinery and steelworking plant. A foundry, knitting mills, clothing factories also have helped keep employment up during shipbuilding's ups and downs.

Now, with the addition of the big rayon fabrics mill of Canadian Celanese and coming opening of Quebec Iron & Titanium's big smelter, Sorel gradually is shifting some if its development eggs into new baskets.

Industrial promotion, trade and industry development are the concern mainly of Sorel's Chamber of Commerce, headed by Camille Hupé and of which Jacque Pelletier is secretary.

ST. LAWRENCE CORPORATION LIMITED

MILLS . . .

St. Lawrence Paper Mills Company Limited, Three Rivers, Que.
Lake St. John Power & Paper Company Limited, Dolbeau, Que.
Brompton Pulp & Paper Company Limited,
East Angus, Que.
Red Rock & Nipigon, Ont.

MANUFACTURERS OF . . .

Newsprint
Unbleached Sulphite, Sulphate & Groundwood Pulps
Boxboards, Shipping Case Materials
Kraft Fibre and Specialty Papers

Annual Capacity All Grades 525,000 Tons

HEAD OFFICE
Room 820
SUN LIFE BUILDING, MONTREAL

Government,
Municipal and Corporation
Securities

Hospital & Religious Institutions Bonds

Lagueux & DesRochers
Financial Building QUEBEC, Que.

Jean Gendron
President

Georges Falardeau
Treasurer

J. T. Gendron Inc.
Investment Securities

56 St. Peter Street
QUEBEC
Telephone 4-2949

AT YOUR SERVICE
SINCE 1901

The combined experience of a quarter century as RAIL and STEAMSHIP official, PAPER MILL TRAFFIC MANAGER and EXPORTER were co-ordinated in

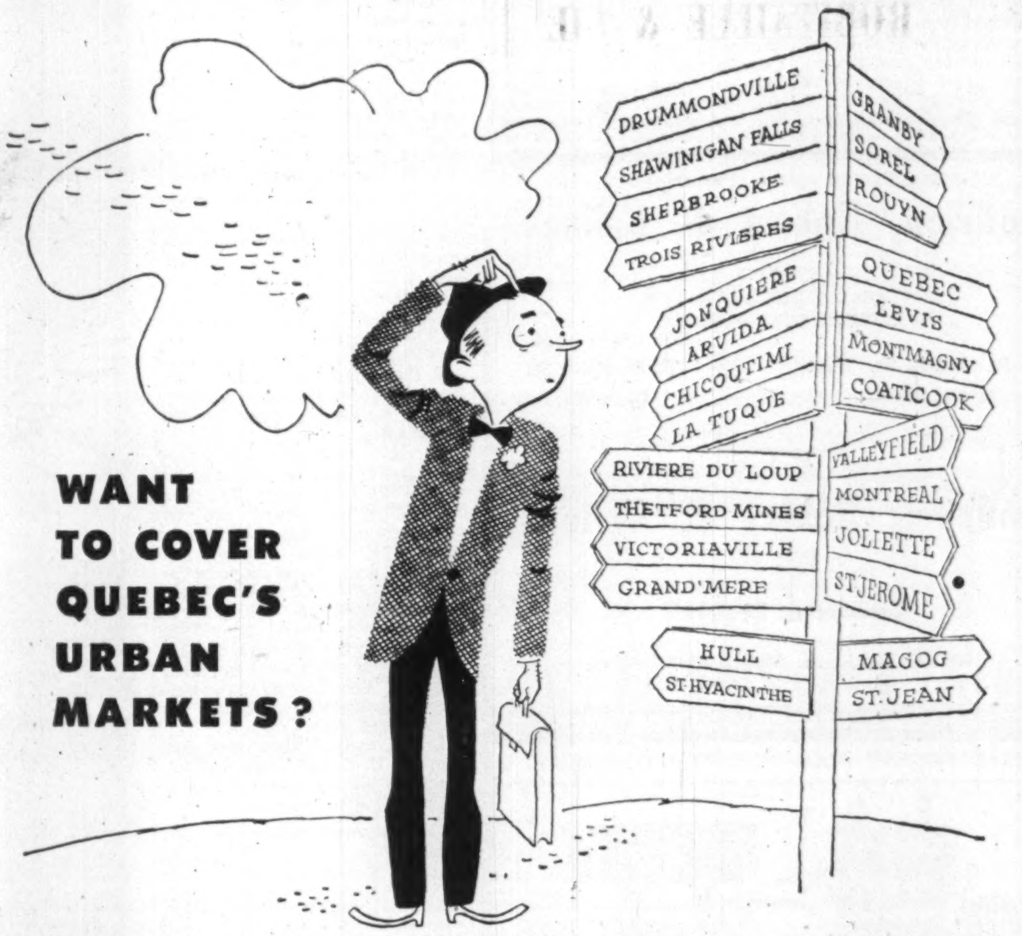
GUY TOMBS LIMITED (est. 1921)

DAVIE TRANSPORTATION LTD. (est. 1936)
Donnacona — New York — Montreal

GUY TOMBS MARINE SERVICES LTD. (est. 1946)
Gatineau — Trois Rivières — New York — Montreal

TRAFFIC MANAGERS
Freight Forwarders — Steamship Agents
TRAVEL AGENTS
Air, Steamships, Rail, Bus, Hotels, Tour Operators

GUY TOMBS, PRESIDENT *L. C. TOMBS, VICE-PRESIDENT*
1105 & 1111 BEAVER HALL HILL MONTREAL



WANT
TO COVER
QUEBEC'S
URBAN
MARKETS?

. . . you can reach
all 27 at once with LPJ!

Quebec's prosperous urban market is actually 27 markets in one — the 27 key cities containing two-thirds of the Province's population . . . spending three-quarters of all retail dollars every year! You can sell them individually — or go straight to the mark with **LE PETIT JOURNAL** — *get all 27 at once.* Every week, **LPJ** is bought *at news stands* by more than 200,000 able-to-buy, French-speaking families — gives *concentrated* coverage of every urban area. For best results in Quebec Province, it will pay you to take the sales route charted by this favourite *city,* week-end paper . . .

LE PETIT JOURNAL
Au Service du Public
MONTREAL
Ontario Representative J. McGary, 21 King St. East, Toronto
Member A B C

Completion of Financing for Iron Plan Forecasts Busy Years in Supply Trades

(Continued from page 30)

justified just on the strength of the iron ore's importance to Canada's trade picture. Ore of the 55.5% natural iron grade of Ungava has been selling around $10 a ton at Pittsburgh, could mean as much as $100 millions annually in U. S. dollars for Canada. Some of the ore is manganiferous, commands an extra premium.

50-Mile Road Built

Finalizing of arrangements for the $5 millions to carry on immediate development and for future financing of the whole iron ore project has accelerated the tempo of work already in progress. A winter road from Seven Islands along the proposed route of the railway has been pushed over 50 miles northward, will be used to carry supplies and equipment needed in construction work. The engineering staff has been enlarged, and new equipment is being flown into the mine site, including an additional power shovel to help speed up development work.

Flying operations are being handled by a subsidiary, Hollinger Ungava Transport, which owns eight aircraft. The company is presently installing four 10,000-gallon tanks in one of its DC-3's, will use the aircraft for supplying the camp with gasoline. Equipment weighing as much as 20 tons has been dismantled, loaded on aircraft, and reassembled at the site for use in development work.

Only 25 men are at the base camp this winter, but the number will be increased to 225 in the summer. There are 100 men and several bulldozers now at work on the winter road from Seven Islands. Tractor-drawn cabooses are being used to provide a mobile camp site.

The atmosphere of excitement, of enterprise and "frontier," seems to pervade the whole organization working on the iron ore project. It starts with Jules R. Timmins, Hollinger head and a prime mover in the whole scheme, and extends right through to the last supernumerary.

Practically all of the work to be done has been done elsewhere before; plans for the mining operations, the railway, the docks, and so on, are all based on experience gained from similar projects undertaken years ago. But that doesn't detract from the resourcefulness and adventure of the present scheme. It's taken a lot of hard thought and hard work to get things this far, and it will take even more from here in.

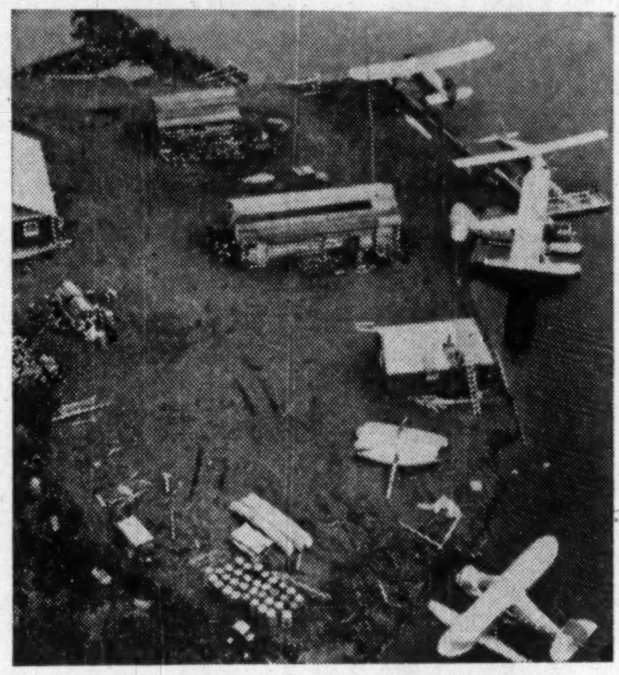
Probably most of the glitter surrounding the Ungava operation stems from the fact that it spotlights the vast potential still dormant in the province and in Canada. Even some of the resources uncovered in iron ore exploration won't be used for some time yet. So far, for instance, no immediate development of the power available at Grand Falls is contemplated, and only a small part of Eaton Canyon's 500,000 hp. is likely to be needed for the iron mining operation.

Steel Industry Not Likely

Early growth of a large steel industry in Quebec based on Ungava ore seems equally improbable. According to a report made by Professor G. Letendre of Laval University last year, a completely integrated iron and steel plant to make 5 million tons of steel would cost $1.4 billions; 10 million tons, $2.50 billions; using pig iron electric furnaces instead of blast furnaces, an extra $300 millions to cover the cost of the hydro plant. (It requires roughly two tons of ore per ton of steel if no scrap is used).

Canada's own needs for iron ore in steel-making are currently relatively small. However, it has been suggested that if ways are found to use low-grade sulphur coal from Nova Scotia in making the pig iron, and electric power to refine the pig iron and eliminate the sulphur from it, the way may be opened for a steel industry on the St. Lawrence below Montreal which could make fine steel saleable on the export market. It is also thought that a few small electric smelters are feasible where surplus power is available and where there's a small local market for pig iron.

With such vast supplies of ore and power available, many observers are confident that eventually a sizeable domestic industry will develop, bringing with it a host of smaller industries and providing an added fillip to Quebec's mushrooming growth.



—Photo by National Film Board

Equipment weighing as much as 20 tons has been carried by air to the Hollinger-Hanna iron property, using this seaplane base on Knob Lake, New Quebec, four miles from the base camp of Burnt Creek.

CITY OF LONDON, Ont. new issue of $1,475,000 2¾% serial debentures has been sold to tender by McLeod, Young, Weir & Co. and the Bank of Toronto at $101.68 and accrued interest or a cost to the municipality of 2.389%. This issue, which consists of three bylaws, represents the first public offering of the City of London debentures since 1939. Proceeds will be used as to $1,225,000 for public schools and as to $250,000 for hospital additions. Debentures are dated June 30, 1949 and mature serially approximately $147,000 on June 30 each year 1950 to 1959 inclusive.

J. N. E. GRENIER—*pres.*—J. P. E. RUEL—*vice-pres.*

SPECIALTIES **— Government, Municipal, Religious Institutions and Public Utilities Bonds**

GRENIER, RUEL & CO. INC.

TELEPHONE: 6101, 71 ST-PETER ST. QUEBEC

Investment Dealers

Quality Groundwood Pulp
for
All Purposes

GULF PULP & PAPER COMPANY

MILLS
CLARKE CITY
P.Q.

HEAD OFFICE
QUEBEC
P.Q.

Newsprint Production Cut But Outlook Still Bright

MONTREAL (Staff)—At their conference with U. S. publishers in Quebec City last October, Canadian newsprint producers told the Americans that output from Canadian mills was likely to be 2%-3% below capacity in 1950. The reason: Falling demand from nondollar markets due to international currency troubles.

According to production figures for December released by the Newsprint Association of Canada recently, the predicted cutback has already started. Output per working day in December was 16,334 tons, down 1.3% from same month a year ago and 2.8% below November. For only the second time since March, 1948, the industry operated at a rate below its rated annual capacity—98.4% compared with 104.7% a year ago and 101.2% in November.

Reduced output was due almost entirely to the loss of the United Kingdom market by Eastern Canadian mills, according to newsprint sources here. Britain has officially announced that no newsprint will be bought from Canada during the first half of 1950, confirming earlier reports that last year's contract for 100,000 tons would not be renewed.

Another development in the competitive picture recently was the start-up of the new 300-ton mill of Coosa River Newsprint Co. at Coosa Pines, Alabama. This mill adds 93,000 tons to U. S. estimated annual capacity of 876,000 tons, or an increase of over 10%. The new plant, which will use southern pine, was financed by 128 U. S. newspapers, 119 of which hold contracts for the company's output.

Despite the small cutback, outlook for the Canadian newsprint industry looks bright enough. Operations at only 2% or 3% below capacity are good times in any industry, especially when most of the sales earn a 10% premium because they are paid for in U. S. dollars.

Consumption of newsprint in the U. S., which is taking 85% of Canadian output, continues to break all previous records. Figures released by the American Newspaper Publishers Association show that December consumption (estimated 483,762 tons) was up 2.4% over a year ago, and the 1949 total, estimated at 5,529,206 tons, was 6.2% higher than 1948. This high U. S. consumption has offset a good part of the drop in newsprint orders elsewhere.

U. S. Newspaper Linage Up

U. S. newspaper advertising linage in the first 11 months of 1949 was 1.7% higher than in the same 1948 period. This increase was at the expense of magazine linage which dropped 8.6% and radio billings which were down 4.3% (9 months). Reports from both Canada and the U. S. indicate that advertising budgets for 1950 are about the same as 1949, with a continuing trend toward newspapers.

Canadian newsprint production for the full year in 1949 showed a gain of 3.9% over 1948. The 5,176,327 tons turned out by Canadian mills was 1.2% above their 1949 rated capacity of 5,113,108 tons (rated capacity for 1950: 5,226,675). Of 5,164,332 tons shipped, 4,380,250 (4,127,970 in 1948) went to the U. S., 335,385 (306,485) to the domestic market and 448,697 (532,589) to other markets. For comparative purposes, Newfoundland figures are included in both years.

Breakdown of shipments outside the U. S. and Canada shows that the biggest decline was in sales to South America:

NEWSPRINT SHIPMENTS

	1949	1948
	(Short Tons)	
Cent. Am. & Carib.	106,332	112,198
S. America	33,417	95,213
Brit. Isles	126,484	123,310
Other Eur. & Balkans ..	8,432	593
Medit. & Near East	3,270	9,175
Africa	54,334	49,846
India & Middle East ...	19,663	24,391
Orient	22,623	39,534
Australia & N. Z.	74,000	78,196
Others..	142	133
Total	448,697	532,589

U. S. output in 1949 increased 3.7% to 899,528 tons, although December production was off 6.6% at 69,854 tons. Imports from Europe declined 3.7% to an estimated 257,656 tons. Stocks in the hands of U. S. consumers decreased in December by 13,405 tons to 611,714, or 41 day's supply, compared with 619,357, or 45 day's supply, a year ago.

COMPANY REPORTS

CHARTERED TRUST CO. net profit of $115,314 for 1949 was 5.5% higher than the 1948 net of $109,264.

Liabilities to the public amounted to $14,203,779 ($12,788,690 in 1948). This was secured chiefly by liquid assets of $14,738,839 ($13,374,781) and mortgages of $1,156,797 ($1,034,188).

Estates, trusts and agencies account stood at $37,500,475 at the year end ($36,209,891).

Each dollar of 1949 income went 54c for employees' salaries, commissions and benefits, 23c for other operating expenses, 10c for taxes, 6c for dividends to shareholders and 7c retained as capital employed.

Annual meeting is Feb. 14.

	1949	1948
	$	$
Liabs. to public, etc.* .	14,203,779	12,788,690
Shareholders' equity .	2,021,607	1,956,293
Secured by*		
Mortgages	1,156,797	1,034,188
Office premises	329,750	336,014
Liquid assets†	14,738,839	13,374,781
Total	16,225,386	14,744,983
†Includes bonds and stocks.		
Estates account	37,500,475	36,209,891
Earned per share‡ ...	$2.31	$2.19
Paid	0.50	......
Paid (old)	2.50	5.00

‡Based on 50,000 shs. outstanding after 5-for-1 stock split in July, 1949.

Geoffrion, Robert & Gelinas

Members
MONTREAL STOCK EXCHANGE
MONTREAL CURB MARKET

240 St. James St. West
MONTREAL

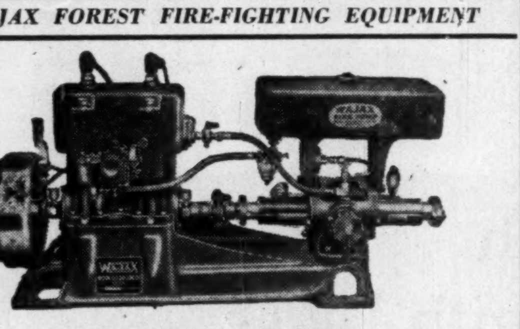
72 St. Peter St.
QUEBEC

Geoffrion, Robert & Gelinas
INC.

Investment Dealers

240 St. James St. West, MONTREAL

WAJAX FOREST FIRE-FIGHTING EQUIPMENT



WAJAX
Portable Self-Priming High Pressure
PUMP

... the most widely used forestry pump in Canada.

Economy in Fuel Consumption is an important feature of the WAJAX pump. Under heavy load conditions, the unit consumes only .75 or ¾ gallon of gasoline per hour.

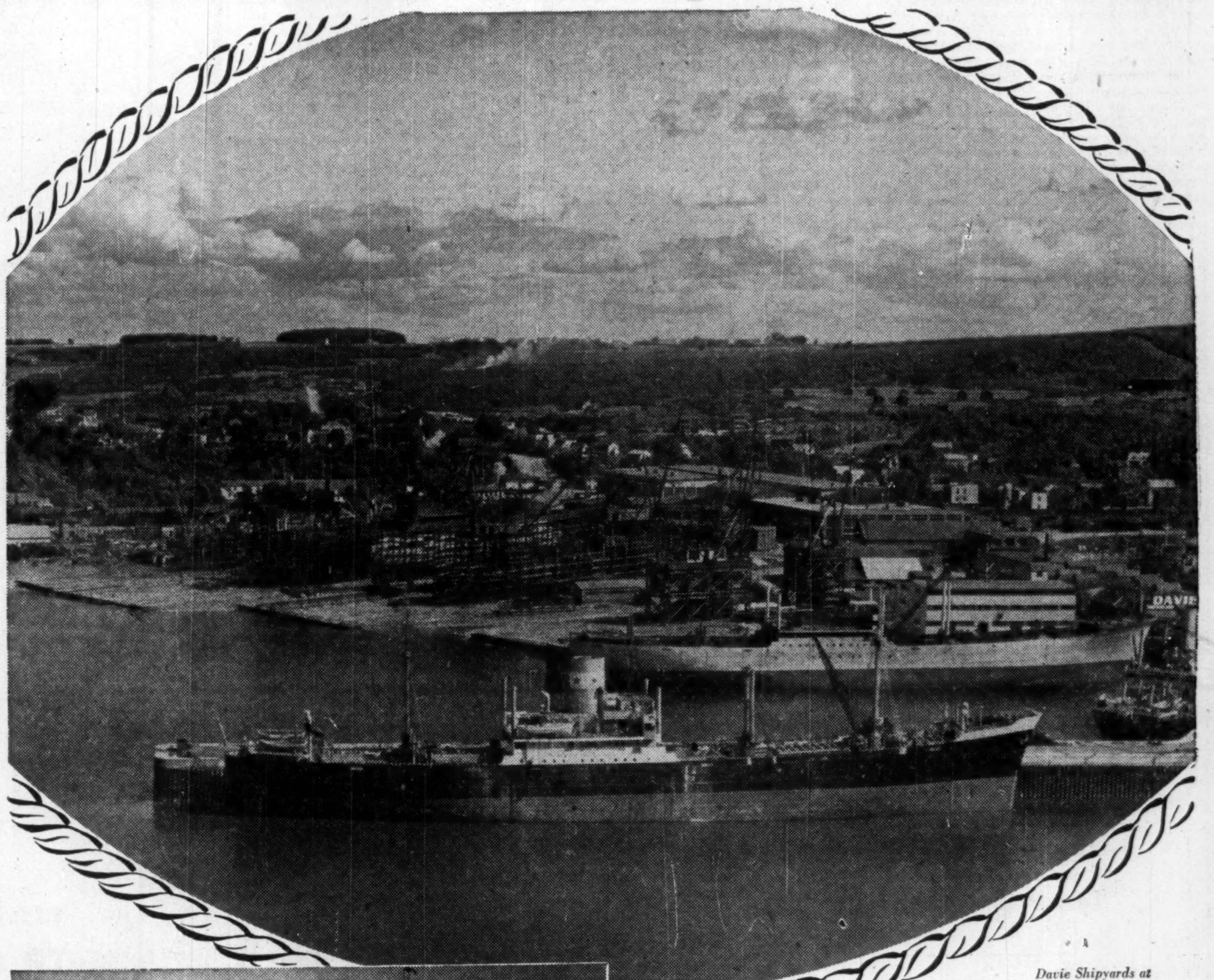
Normal operating speed of the WAJAX pump is 1,200 to 2,800 r.p.m.

Maximum Pressure: over 200 lbs. per sq. in.
Maximum Discharge: over 65 Imp. gals. p.m.
Weight: complete with gas tank—75 lbs.

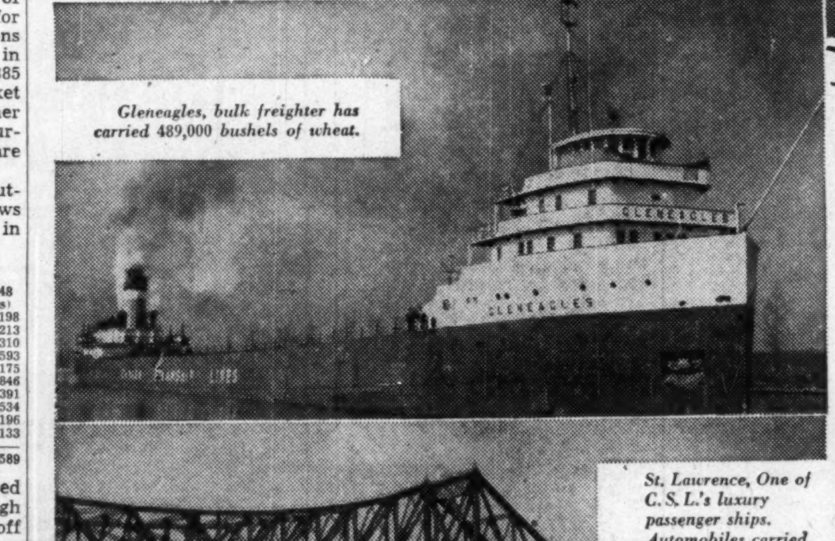
OTHER PRODUCTS

JACKMITE—a light weight one-man pump, weighs only 45 lbs.
JACKO—2" and 3" Utility Pump.
HAJAX—Portable Self-Priming, High Pressure Pumping Unit.
WAJAX HAND PUMP—for use with Tank or Bag.
HOSE—Long Line Linen Forestry Hose. Withstands pressures up to 1000 lbs. Weighs only 15½ lbs., coupled in 100-feet lengths.
Specially treated against MILDEW and ROT.
Sizes—1"—1½"—2"—2½"—3".
FLAMEBUSTER—high velocity nozzle.
DRENCH—wetting agent.

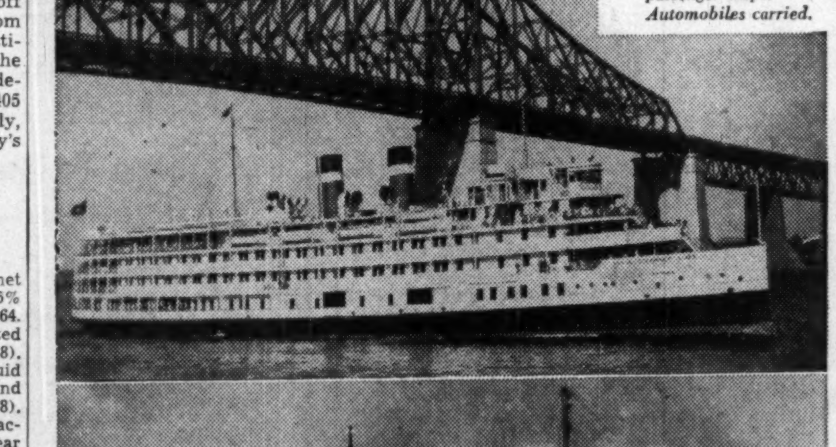
WATSON JACK & COMPANY LIMITED
Established 1898
Canada's oldest and largest specialists in Forest Fire-fighting Equipment
WAJAX HOUSE—1543 Crescent St., Montreal. MA. 3746



Davie Shipyards at Lauzon, P.Q. One of the C. S. L. shipyards capable of building and repairing all types of ships.



Gleneagles, bulk freighter has carried 489,000 bushels of wheat.



St. Lawrence, One of C. S. L.'s luxury passenger ships. Automobiles carried.

City of Kingston, Package freighter with a capacity of 100,760 cubic feet.

Conveyors of Canada's Produce to the
MARKETS OF THE WORLD

Someone has to remind us every so often that our forefathers established as their first important industry the transport of goods by water.

Since then Canada has created a rich tradition of the seas.

Sharing this tradition, Canada Steamship Lines is operating a large fleet of freight vessels and passenger ships capable of meeting the most exacting demands of trade and commerce and of the travelling public.

Supplementing these services Canada Steamship Lines owns and manages five up-to-date shipyards on the Great Lakes and in the Province of Quebec, each one geared to handle modern shipbuilding and ship repairing requirements.

Here, truly, is service founded on our nation's traditions . . . of, by and for Canadians.

CANADA STEAMSHIP LINES
LIMITED
715 Victoria Square, Montreal

Shipbuilding subsidiaries:

DAVIE SHIPBUILDING AND REPAIRING COMPANY LIMITED
LAUZON, P.Q.
CANADIAN SHIPBUILDING AND ENGINEERING COMPANY LIMITED
COLLINGWOOD KINGSTON PORT ARTHUR MIDLAND

Will Shoe Industry Keep Upward Trend?

Quebec Manufacturers Watch Import-Export Picture

Quebec's shoe trade, which annually turns out 60% of total Canadian output, found 1949 much more to its liking than 1948.

Since the boom year of 1946, when manufacturers had to go full out to supply the demand which followed the end of the war, the trend in shoe production has been downward. From 43 million pairs in 1946, Canadian output dropped to 35 million in 1947 and 32 million in 1948. While this was still 20% above prewar levels in total volume, it was fast approaching prewar per capita production.

However, toward the end of 1948, business began to pick up once more and results for 1949 are expected to show an increase of four million pairs or 12.5% over the previous year. Quebec's share of total Canadian shoe manufacture in 1949 is estimated at 21.5 million pairs worth about $70 millions. Its nearly 200 shoemaking plants paid out an estimated $20 millions in wages and salaries to 16,000 employees.

Part of the decline in sales since the early postwar period is due to a falling off in export business. In 1946, Canada sold 3.8 million pairs abroad valued at $7.9 millions. This dropped to 2.7 million pairs in 1947 and 1.1 million in 1948. Although the showing in physical volume improved in 1949 to 1.2 million pairs, the value was still down from the year before ($1.9 millions vs. $2.4 millions). This decline in dollar returns was due largely to inclusion of relief footwear shipped to Germany and other countries. Manufacturers supplied shoes for the Save The Children Fund at prices just slightly above cost, and this part of the export trade was neither permanent nor profitable, they point out.

The Import-Export Picture

In addition, restrictions on imports imposed by countries in the sterling area resulted in a sharp drop in sales to India, South Africa and other countries. Despite the fact that the best Canadian shoes command premium prices in top-quality men's shops in the United States, total sales in that country were negligible in relation to the general shoe picture. Quebec producers say that prospects for increasing shoe exports to the U. S. are not favorable unless changes are made in existing tariff and customs regulations.

Even devaluation of the Canadian dollar hasn't helped the U. S. sales picture materially, and sterling devaluation has aggravated an already poor situation, shoe men say. However, the domestic market has been holding up well, and the industry expects that 1950 will equal and perhaps even better 1949 results.

Imports since the war haven't provided as stiff competition as prewar, and in 1949 85% of shoe sales in Canada were home products. However, some manufacturers are being hit rather hard now by competition from Czech-made shoes in the slip-last field.

Shoemakers estimate that 100,000 pairs of Czech shoes were sold here last year at prices below Canadian costs. Based on import figures for the first nine months, average price of women's shoes from Czechoslovakia was $1.52 a pair. Comparable U. S. import figures would permit a slip-lasted shoe to be retailed at $1.95 and a cemented shoe for $2.79.

Because Czechoslovakia is a signatory to the Geneva agreements, Canada is prevented from applying arbitrary values to these imports, as it did last year in the case of Japanese wool gloves and mitts (Japan is not a Geneva signatory).

The only recourse under Geneva would be to apply dumping duties if it were found that the shoes were being sold here for less than their fair market value But it's virtually impossible to determine an accurate market value for similar shoes sold in Czechoslovakia due to the very restricted flow of information filtering through the Iron Curtain.

The Tariff Board's view is that no case can be made for dumping where products are made by state-operated enterprises because of this difficulty of determining a "fair market value" under the tariff schedule.

The Price Outlook

Canadian shoe prices were increased last fall and it's expected that the higher prices will continue through 1950 unless material costs come down. Prices of sole and upper leather have shown an upward trend with the continued shortage of calfskin.

One of the factors here has been Canada's declining cattle and calf population, which dropped by over one third after the embargo against cattle shipments to the United States was lifted in the summer of 1948. Elimination of this embargo meant a concurrent increase in the export of hides on the hoof, and in prices.

Tanners had hoped that with devaluation, Argentine hide prices would be brought more into line with New York market quotations, and give them a chance to buy in the South American market to relieve the shortage here. However, Argentine raised its prices on hides to offset most of the devaluation, left prices still 15%-20% above U. S. levels.

In the case of lining textiles, all of which come from the United States, costs went up 10% with Canadian dollar devaluation.

One thing that has helped to revive earlier declines in domestic shoe sales has been the greater variety of styles available since the immediate postwar demands were satisfied. During the war there had been limitations on leather and restrictions on style, and with their removal, the way was opened to develop shoes with a greater appeal to the style-conscious.

More Color for Men

Even the mere male is beginning to show signs of interest in shoe variety, manufacturers say. He is buying shoes on a seasonal basis to go with a complete wardrobe, and showing an increasing liking for colors other than black or brown.

Women's shoes are being merchandised on the basis of costume co-ordination—shoes to go with each outfit and occasion. The trade also expects to sell more "casuals" this year, in both men's and women's footwear. This trend has increased greatly since the war, and a large part of the increase expected in 1950 output will be taken up with higher production of loafers, slip-ons and other casual shoes.

Quebec's shoe manufacturers are confident of the quality of their footwear, say they're willing to match it with any in the world. Their prices are usually less than those for comparable U. S. shoes, and the product is on a par with its U. S. counterpart for fit, style, wearability, color and value, they claim.

The industry in the Province of Quebec includes many of the smaller industrial communities as well as the large cities of Montreal and Quebec City. It includes a large proportion of relatively small, privately owned firms, many of them family businesses with roots far back in the past. Scattered as they are over various parts of the province, they make an important contribution, especially in the smaller centres, to the stability of the community and its surrounding area.

Labor conditions in the industry are good, Quebec shoe men say. There have been no major strikes, and relations between employers and employees are said mutually satisfactory. There's a close spirit of co-operation and it's perhaps significant of the interest being taken in the industry by the unions that they were among the first to prepare a brief drawing to the attention of Ottawa the influx of the low-priced Czechoslovakian shoes.

The industry generally has been more stable than the U. S. industry, according to Paul Duchaine of Quebec City, last year's president of the Shoe Manufacturers' Association of Canada. The better domestic position is due perhaps to the fact that Canadian shoe prices never reached the peak of U. S. prices, that both prices and production were kept on a more even keel, he says. In the U. S., excess production occurred when highest prices prevailed. Recent readjustments there have been brought about by a more realistic method of pricing and more normal production, he points out.

To overcome the drop in exports, shoe men suggested at their association's annual meeting last fall that the Government should take steps to establish markets for the industry in the sterling areas and make strong representations in other countries to prevent discrimination in the form of awkward and ancient methods of customs regulations.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

NORTHERN TRUSTS CO., Winnipeg, Man., net profit of $56,310 for 1949 was 10.2% lower than the 1948 net of $62,723.

Liabilities to the public amounted to $117,956 ($138,403 in 1948). Company funds were chiefly invested in liquid assets of $1,461,308 ($1,499,372) and in mortgages and sales agreements of $346,137 ($348,602).

Estates, trusts and agencies account stood at $17,660,020 ($16,607,152).

Annual meeting is Feb. 8.

	1949	1948
Liabs. to public, etc.*	$117,956	$128,403
Shareholders' equity	‡1,722,417	‡1,746,677
*Secured by:		
Mtges. & sls. agree.	346,137	348,602
Office premises	24,928	27,106
Realty for sale	8,000	10,000
Liquid assets†	1,461,308	1,499,372
Total	1,840,373	1,885,080

†Includes bonds and stocks.

‡Includes staff retire. reserve of $88,692 in 1949 and $150,000 in 1948.

Estates account	17,660,020	16,607,152
Earned per share	$1.13	$1.25
Paid	0.80	1.20

HOWE SOUND SCHOOL DISTRICT No 48 Board of Trustee has sold by public tender $245,000 3¾% debentures due in 20 annual instalments to a group consisting of Canadian Bank of Commerce, J. L. Graham & Co. and Pemberton & Son, Vancouver Ltd. at $101.31 and interest. Proceeds are for the construction and equipping of a new Junior-Senior high school.

BÉLANGER INC.
INVESTMENT DEALERS
Governments—Municipalities
Religious Institutions
Public Services—Industries

ROGER R. BÉLANGER
STOCK BROKERS
Member
Montreal Stock Exchange
Montreal Curb

276 ST. JAMES STREET WEST
MONTREAL
HARBOUR 8276

GOVERNMENT, MUNICIPAL AND CORPORATION SECURITIES
SOCIÈTÉ DE PLACEMENTS, INC.
231 St. James St. W.
MONTREAL

When in Quebec Stay at the
CLARENDON HOTEL
Situated amidst the old world atmosphere of the Ancient Capital
200 ROOMS WITH BATH
FRENCH CUISINE
Five minutes from Dufferin Terrace
QUEBEC, CANADA

Forget & Forget
MEMBERS:
MONTREAL STOCK EXCHANGE
MONTREAL CURB MARKET

Forget & Forget
LIMITED
Investment Dealers
Telephone: Belair 3951
51 St. James St. W., Montreal

Order now — Early sellout certain

SURVEY OF OILS, 1950
Ready February 28—$1
This investment survey tells you about the hundreds of companies that are after Canada's oil riches — where they are, who run them, their progress. Gives production record, earnings and dividend history of producers, and yearly price range of stock for 5 years. Fresh facts. Maps.

SURVEY OF MINES, 1950
Immediate delivery—$2
To come out of the stock market with more money, keep this book handy. Gives background facts on thousands of Canadian owned mines; locations, capitalization, working capital, ore reserves, subsidiaries, dividends, directors. Yearly price range of stock for 8 years. Valuable maps.

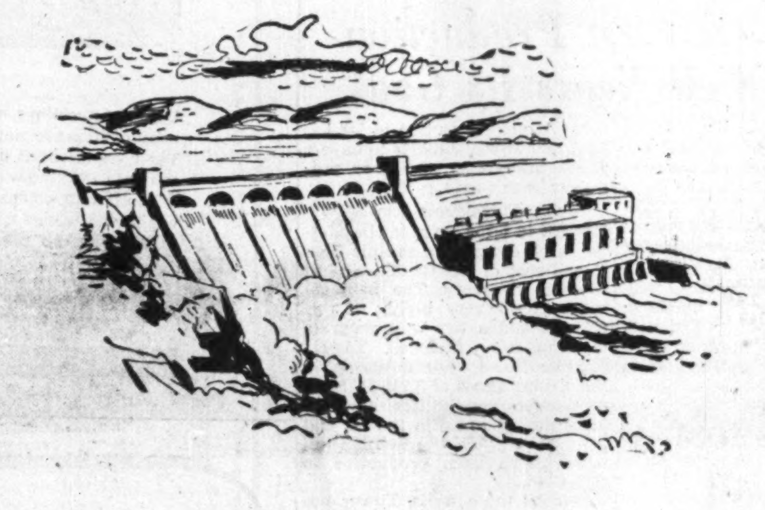
BUSINESS YEAR BOOK, 1950
Ready May 28—$2
Helps you uncover new sales markets, set quotas, sell competitively, route salesmen, choose plant sites and establish branch offices. Quick facts about the provinces, cities and towns of Canada — population, trading areas, buying power, industry and trade, transportation, governments.

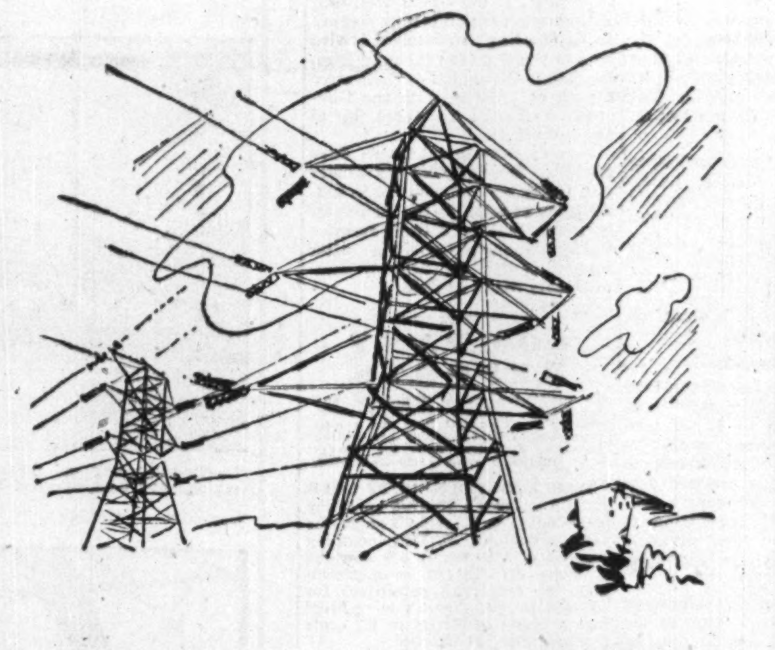
GET THESE BOOKS — GET ALL THREE
You pay just $5 for the lot
BUT ACT FAST ▼ ORDER NOW ▼

Please rush as soon as possible —
......copies SURVEY OF OILS, 1950 ...... $1
......copies SURVEY OF MINES, 1950 ...... $2
......copies BUSINESS YEAR BOOK, 1950.. $2
We enclose $...... in payment
COMPANY ....
ATTENTION OF ....
STREET ADDRESS .... Zone ....
CITY & PROVINCE SO-4
THE FINANCIAL POST
481 UNIVERSITY AVENUE, TORONTO 2, CANADA

SOCIETE NATIONALE DE FIDUCIE
Administrator—Executor
Trustees for Bond Issues
Transfer Agent and Registrar
Real Estate — Mortgage Loans
VICTOR MORIN—*President*
HENRI OUIMET—*General Manager*
41 St. James St., West
MONTREAL 1

PERMANENT ADVERTISING
PREMIUMS
SOUVENIRS
GIVE AWAY
DOOR OPENER
Manufactured by
METALITE COMPANY LTD.
CAP DE LA MADELEINE QUEBEC





ELECTRICITY
CAN BE MADE
With electricity—unlike many other industries—you cannot build up a backlog of supplies during slack periods for use during peak demands.

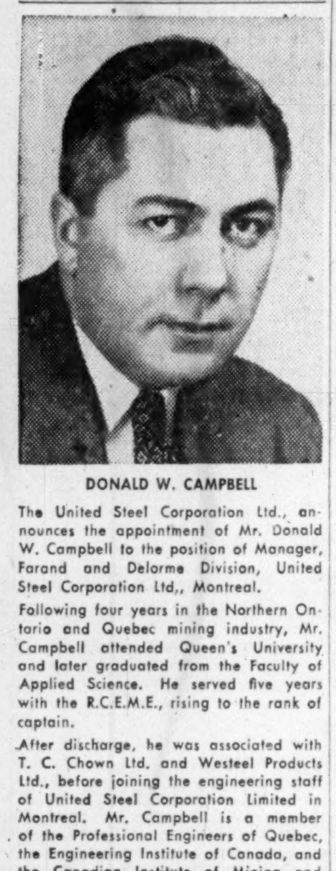
ELECTRICITY
CAN BE TRANSMITTED
So you must always have equipment *on hand* to make and transmit *all* the electricity demanded at any time.

BUT ELECTRICITY
CANNOT BE STORED

This means planning for years ahead—and the investment of large amounts of capital—to be ready for any foreseeable increase in demand as the city grows, and as people turn more and more to electricity for light and heat and power in homes and factories.

HYDRO QUEBEC
Hydro-Quebec

USE THE ELECTRICITY THAT YOU NEED, BUT DON'T WASTE IT!



DONALD W. CAMPBELL

The United Steel Corporation Ltd., announces the appointment of Mr. Donald W. Campbell to the position of Manager, Farand and Delorme Division, United Steel Corporation Ltd., Montreal.

Following four years in the Northern Ontario and Quebec mining industry, Mr. Campbell attended Queen's University and later graduated from the Faculty of Applied Science. He served five years with the R.C.E.M.E., rising to the rank of captain.

After discharge, he was associated with T. C. Chown Ltd. and Westeel Products Ltd., before joining the engineering staff of United Steel Corporation Limited in Montreal. Mr. Campbell is a member of the Professional Engineers of Quebec, the Engineering Institute of Canada, and the Canadian Institute of Mining and Metallurgy.

*

Pacific Well Establishes Excelsior Field Gets Best Pay Zone Thickness To Date

On the usual basis that three successful oil wells translate an oil discovery into an oil field, Excelsior, lying a few miles north of Edmonton, has emerged as a new western oil field.

The third successful well, Pacific Excelsior No. 1 well, located a mile due east of the Imperial Excelsior discovery well, is by far the best well completed in the area on preliminary indications and looks like one of the best D2 wells completed anywhere in Alberta.

58 ft. of Pay Zone

Early this week, the well had shown a thickness of 58 ft. of "pay" in the D2 formation with coring operations being continued. In drill stem tests of upper parts of the pay zone, oil reached surface in as little as 18 minutes.

The discovery well, Imperial Excelsior No. 1, had an oil flow of over 700 bbl. daily from 28 ft. of pay zone. The second well which proved successful, Rio-Bravo Carruthers No. 5-3 well, secured 20 ft. of pay zone in the D2 formation starting at 3,878 ft., and had an indicated flow rate of 729 bbl. daily. It is half a mile south of Imperial's discovery.

From the indicated thickness of pay zone at the Pacific Excelsior No. 1 well, western sources have suggested that a potential output of 2,000 bbl. a day is not unlikely. Interest in the well is divided 25% to Pacific Petroleums, 30% to Sunray Oil Co., 20% to Atlantic Oil Co., 12.5% to Calvan Petroleums and 12.5% to Tower Petroleums. The team plans continuous drilling to develop the full quarter section held.

Interest in Excelsior has stepped up rapidly and further wells drilling will be completed shortly.

The Central-Del Rio No. 2 well, lying 2¼ miles west and a half a mile south of Rio Bravo's oil well, three-way venture of Central Leduc, Del Rio Oils, and Midland Petroleums, was reported logging deep in the early part of this week.

Leduc Calmar Oils, lying 1½ miles north of the Imperial discovery well, should be reporting results shortly.

Rio-Bravo Carruthers No. 6-3 is now drilling below 2,000 ft. and Imperial Oil is proceeding with a north offset to its discovery well.

Excelsior has a north-south "width" of a half mile between the Imperial discovery and initial Rio Bravo well. Present "length" is the mile between the Imperial success and the Pacific partnership well. Success at either of the two wildcat followup wells could mean a sudden expansion of productive limits. At the present time there is no thought that the field will be as large as Leduc. But from a development standpoint, the field is likely to be rather ideal. Oil is good grade at about 36 deg. API. Cost of wells should be less than those at Leduc and little, if any, more expensive than those at Redwater. The productive horizon lies at less than 4,000 ft. depth. The shallow drilling depths, of course, lend themselves to the rapid drilling out of productive acreage.

So far only the D2 zone of the Devonian has been found to be productive at Excelsior. In the Leduc area, the theory has been advanced that D2 formation oil represents migration of oil from the D3 zone which was the horizon at which the oil was first created. If that theory is correct there may be a pretty fair chance that somewhere at Excelsior, drilling may find oil in the D3 formation of the Devonian.

Malartic Gold Fields Gets Million Dollars in Quarter

Production of over a million dollars in a single quarter was realized by Malartic Gold Fields for the first time in its history in the three months ended Dec. 31, 1949.

Output for the quarter amounted to $1,021,399 from treatment of 143,637 tons milled. In addition, estimated Emergency Gold Assistance bonus for the fourth quarter amounted to $211,001, bringing aggregate revenue to well over $1,200,000.

In the preceding quarter, production had amounted to $807,026 from 131,519 tons milled.

To Improve Facilities

Services of E. H. Bronson, consulting metallurgist, have been procured for a few months with a view to improving capacity of the mill and crushing plant and lowering milling costs. With this in mind, a program of laboratory test work has been started. It is planned to remove from the grinding circuit of the mill any free gold that occurs in the ore by the use of jigs. Concentrate produced by the jigs will be amalgamated.

During the last quarter of 1949 the number of stopes producing ore was further increased. Rate of development work was also stepped up and at the end of the period 12 drift crews, three underground diamond drills and one surface drill were being employed.

Preparatory to deepening No. 2 shaft starting in the spring some work was done on the main crosscut on the 1,350-ft. level.

A total of 2,102.5 ft. of drifting and crosscutting and 827.0 ft. of raising was completed during the quarter.

Average tonnages milled per day for October, November and December, were 1,517, 1,597 and 1,571, respectively.

Tower Gets First Production Stettler Well Nears Its Goal

Tower Petroleums has "struck oil" with one of four current drilling wells of which it has been a backer. And with its key Stettler test now down 3,745 ft., officials are hoping that there may be more oil production news shortly

Production has been obtained through a 12.5% partnership with Pacific Petroleums and others in the successful Pacific Excelsior No. 1 well, which appears to be the best Excelsior well drilled to date. A quarter section of land is held and Tower expects to have a 12.5% interest in four good producers in this area.

Tower Petroleums has a 50% interest in 5,700 acres in the Stettler area covering a seismic high to the east of the Canadian Gulf Stettler discovery. The management thinks very highly of this acreage and a two-well program is completely financed. Tower-Stettler No. 1 well is coring in the Viking sands at 3,745 ft. Main productive possibilities however are believed to lie in the D2 and D3 zones of the Devonian both of which have been productive in this field.

Besides these wells, Tower has an interest in the Dodds well east of Edmonton which is now rigging up for drilling. An interest is also held in the Spedden farmout from Barnsdall Oil which is drill stem testing at 1,650 ft. with the Devonian expected to come in at about 3,000 ft.

No announcement has been made by the company but Tower will likely be a participant in bidding for acreage in the Redwater area this month. Tower retains a strong financial position after budgeting for all drilling commitments made to date.

Profits Emerge For Powell

A fine improvement in operating profits has been recorded by Powell Rouyn Gold Mines and indicated improvement in working capital position suggests that dividends could be resumed at an early date.

It is estimated that including Emergency Gold Mining Assistance payments, Powell should realize an operating profit of close to $170,000 in the year ending March 31, 1950. Net profit, after write-offs for depreciation, is expected to be approximately $100,000, equivalent to 8c a share on 1,250,000 issued shares.

Tonnage Increased

Production has been increased in the last year from 9,000 tons monthly to close to 12,000 tons and further increase could be made dependent on requirements of Noranda for flux ore and possible use of the company's mill which is presently operating at full capacity (350 tons) treating ore from Anglo-Rouyn and Donalda.

An accelerated development program has been attended by improving ore results. In the last quarter of 1949, 536 ft. of ore was opened up in 1,149 ft of drifting.

Deep Levels Respond

The new ore was opened up chiefly on the 1,850- and 2,450-ft. levels. On the 1,350-ft. level, 126 ft. of ore was opened up in a south drift averaging 0.20 oz. uncut or 0.18 oz. cut grade across drift width of 7.92 ft. Grade was well above mine average. This ore was located below a zone on the 1,700-ft. level that showed only short lengths which did not warrant stoping. Test holing will be done to delimit ore widths which are indicated as being up to 15 ft.

On the 2,450-ft. level, drifting to the south is proceeding in two zones. The foot wall zone has been in ore structure for 327 ft. carrying 0.143 oz. cut grade across drift width of 6.8 ft. Full widths have not been delimited. Ore is of high silica content. Three drill holes at 50-ft. intervals drilled to the west have indicated ore structure in the hangingwall zone 60 ft. to the west. Intersections from north to south were: 6.5 ft. of 0.118 oz.; 14.0 ft. of 0.137 oz.; and 7.5 ft. of 0.202 oz. Three horizontal exploratory drill holes are being put out to the southwest, south, and southeast from the 1,700-ft. level south drift.

Drift development is expected to be in ore the latter part of February in the north section of the mine where surface drilling returned ore intersections from 350 ft. to 650 ft. depth.

Working capital at April 1, 1949 amounted to $394,497. With the substantial operating profit realized, the company should be in a strong liquid position.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

MACLEOD - COCKSHUTT GOLD MINES realized a $343,348 operating profit equal to 12 cents a share the year ended Sept. 30, 1949, including cost-aid of $166,365. It was decided to write off $251,061 as depreciation (the maximum permitted) for cost-aid purposes and this resulted in net profit of $76,104 or 2.7 cents a share after all charges.

After paying a dividend of $143,124 or 5 cents a share, working capital showed an increase of approximately $135,000 to $726,058.

Annual report gives detailed results on this new "F" ore body to the southwest of the original iron formation occurrences. A length of 1,360 ft. is stated to average $5.00 over an average width of 49.3 ft. taking the average of 98 drill holes and all face samples. Taking a length of only 860 ft., average is $5.31 over 56.3 ft. while a length of 530 ft. runs $6.24 over 56.6 ft.

No ore is included for this zone which had only been opened up at the 10th level at the time the compilation had been made.

INCOME ACCOUNT

Years Ended Sept. 30:	1949	1948
Bullion recov.	$1,539,993	$1,351,699
Less: Marketing	13,407	11,779
Net production	1,526,586	1,339,920
Less: Oper. exps.	1,349,603	1,431,036
Add: Cost-Aid	166,365	101,800
Oper. profit	343,348	10,684
Add: Sundry rev.	6,915	•3,803
Less: Deprec.	251,061	122,250
Extra devel.	17,298	26,940
Tax & roy.	5,800	......
Net profit	76,104	•134,703
Less: Divds.	143,124	......
Deficit for year	67,020	134,703
•Loss.		
Earned per Share	$0.027	d$0.047
Paid	0.05	......

CONDENSED BALANCE SHEET

As at Sept. 30:	1949	1948
Cash & bullion	$172,569	$271,746
Accts. rec.	6,512	7,517
Call loan	160,000	100,000
Dom. & Prov. bds.	304,265	25,000
Debentures	10,000	......
Cost-Aid assist.	76,353	39,808
Mat. & supplies	253,768	229,252
Total curr. assets	983,467	673,323
Prep. & def. chgs.	13,117	16,114
Def. develop.	87,530	17,298
Investments	28,204	12,403
Claims & props.	1,083,620	1,083,671
Plant & equip.▲	585,809	841,976
Total assets	2,781,747	2,644,785
Accts., etc., pay.	114,284	82,189
Divd. pay.	143,125	......
Total curr. liab.	257,409	82,189
Capital stock	2,663,098	2,663,098
Less: Deficit	138,760	100,502
▲After depr. of	1,826,742	1,603,021
Working capital	726,058	591,134

OPERATING STATISTICS

	1949	1948
Tons milled	173,350	181,844
Average recovery	$8.88	$7.43
Ore reserves, tons	771,896	774,606
Grade ($35 gold)	$8.02	$7.46

PHOTOSTAT PRINTS
ADEL. 3441
COMMERCIAL PHOTOPRINTS LTD
24 Adelaide St. W.

BULL DOG GUMMED for EXTRA SECURITY!
GLOBE ENVELOPES LIMITED
Makers of Well Gummed Envelopes
Montreal Ottawa TORONTO Winnipeg Vancouver

SALES REPRESENTATIVES IN PRINCIPAL CITIES
QUALITY DIAMOND GRIT SERVICE
DIAMOND GRIT
COATED ABRASIVES
Cut faster
Last longer
Available in all grades for all jobs
CANADA SAND PAPERS LIMITED
PRESTON CANADA

Custom Forming of
STEEL PLATES
SHAPES
PIPES & TUBES
Manufacturers of MACK Back-Wash Industrial Water Strainers
Magee & Sons, Ltd.
EDWARD B. MAGEE, General Manager
PORT COLBORNE, ONTARIO

VERSATILITY IN STEEL PLATE WORK

The co-oxidation heat exchanger shown above is but one illustration of the versatility in steel plate work available to you at Toronto Iron Works. This unit—length 45′ 1″, diameter 6′ 7″ — contains 6,250 one inch tubes. Come to us for built-to-the-job steam coils, evaporators, condensers, heaters, storage tanks and pressure vessels . . . anything in steel, stainless steel, nickel, aluminum or alloy plate.

Up-to-date equipment and competent engineering assure you of complete satisfaction at Toronto Iron Works—steel plate specialists since 1907.

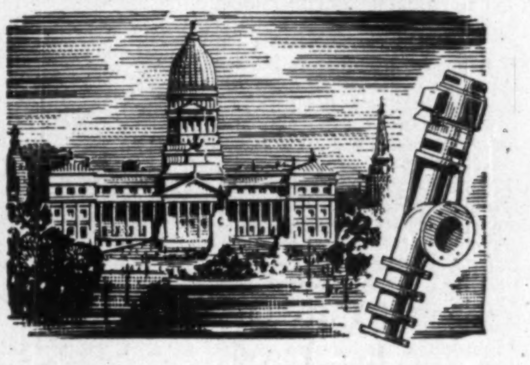
THE TIW STEEL PLATE PRODUCTS
TORONTO IRON WORKS LTD.
DESIGNERS, FABRICATORS, ERECTORS • TORONTO • CANADA

Vickers-Armstrongs built it

The printing machines of George Mann & Co. Ltd. are known to printers around the world. For this Vickers' subsidiary, builders of the first commercially efficient rotary offset press back in 1903, is now the world's largest producer of this type of machine. One Canadian company, for instance, has taken eight 'Fast Three' single-colour and 'Fast Five' two-colour machines since the war. Others have gone to South Africa, Australia, Europe and Asia. Almost everywhere that good printing is done there are offset machines—*built by George Mann's and Vickers-Armstrongs.*

KEENOK
UNIROLL

In another industry — the making of paints and enamels — the name 'Keenok' is just as widely known. In America, where 60 Keenok machines are at work in the New York area alone, and in Canada, Australia, South Africa and many other countries, paint-makers prefer the precision and bigger output of these British machines. *Vickers-Armstrongs builds them.*

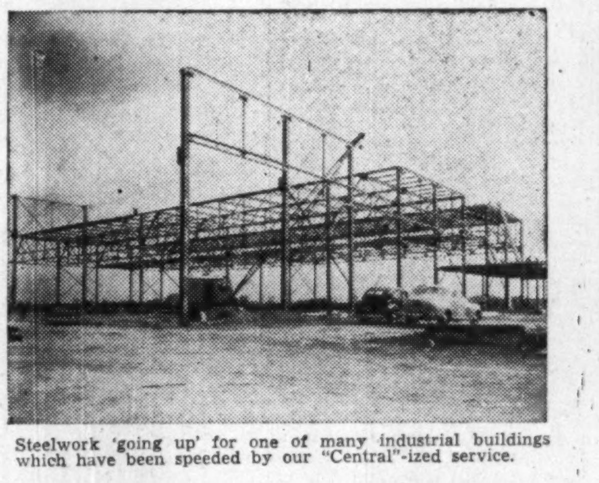


For many years Vickers-Gill Pumps have been specified by engineers for applications entailing low-lift pumping. Believed to be among the largest axial flow Pumps ever made, two 84 in. diameter inclined Vickers-Gill Pumps are now under construction for Obras Sanitarias de la Nación, Buenos Aires. Other pumping problems in Egypt, British Guiana, Australia, India and New Zealand are being solved by Axial Flow Pumps—*built by Vickers-Armstrongs.*

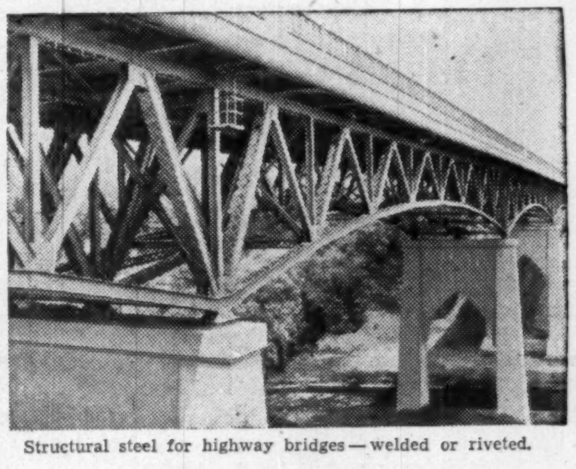
Vickers-Armstrongs, with two shipyards, five engineering works and two aircraft production works in England, are working for the world. Their experienced designers, engineers and comprehensively equipped workshops are ready to tackle any engineering problem. With associate companies and representatives in British Commonwealth and foreign countries, no country is too distant to call for their advice, no project too great for their resources. *Vickers-Armstrongs can build it.*

Vickers-Armstrongs Limited
VICKERS HOUSE · BROADWAY · LONDON · ENGLAND

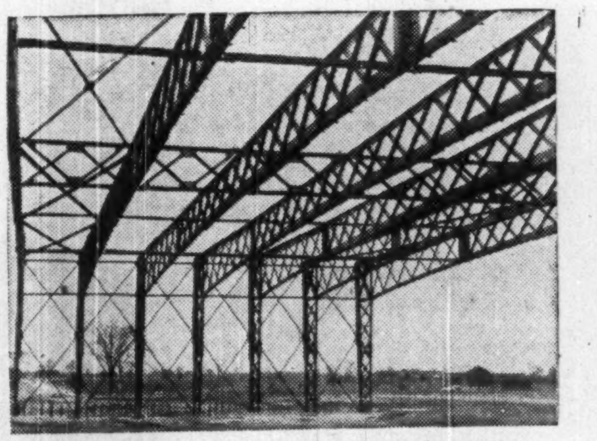
SHIPBUILDERS · ENGINEERS · AIRCRAFT CONSTRUCTORS



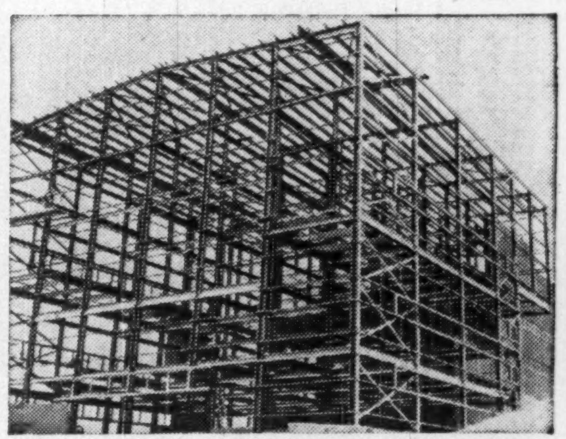
Steelwork 'going up' for one of many industrial buildings which have been speeded by our "Central"-ized service.



Structural steel for highway bridges — welded or riveted.



Welded steel framework for highway overpass bridge.



Steelwork of one of several building units — Johns-Manville Asbestos Project, Matheson, Ontario.

Structural Steelwork by Specialists

STEEL FABRICATION through our "Central"-ized service, gives price and engineering satisfaction. Few steel fabricators can offer a more diversified service . . . for any steel job, large or small.

Our structural steel division designs, fabricates and erects every type of steel structure, either welded or riveted, such as highway bridges, swing bridges, buildings, conveyors, towers, stands, machine frames, and all types of sundry work.

Send us your blueprints or problems for designs or quotations.

CENTRAL BRIDGE Company, Limited
Trenton, Ontario

MR. H. J. KENNEDY

Mr. J. A. Roberts, President of Mercury Mills, announces the Executive appointment: Mr. Hugh J. Kennedy, as Comptroller and Treasurer. *

THE INTELLIGENT EMPLOYMENT OF RISK CAPITAL

•

The firm of Brewis and White is a promotion house and was founded on a belief in the continuing supremacy of gold. Through a bewildering swirl of events and conflicting opinions—through a period of stress and disappointment on every stock market and in every field of financing, we have held our attention to the main issue,—our stake, and our clients' stake in gold mining.

•

We have made no attempt to appear optimistic through times when neither we, or anyone else, however highly placed, could see clearly ahead and accurately predict the course of events. Two of our promotions have blossomed forth into gold producers. We have, in our opinion, a further three properties of mine making possibilities which require RISK CAPITAL for development purposes.

•

Information will be gladly forwarded to you on request.

•

BREWIS & WHITE
LIMITED
Member, The Broker-Dealers' Association of Ontario
40 Adelaide Street West
Toronto
EL. 7225

"Safety Seal" ENVELOPES

We make envelopes for every need—write and tell us your requirements by

NATIONAL PAPER GOODS LIMITED
HAMILTON ONTARIO
Halifax, Montreal, Toronto, Winnipeg, Vancouver.

Distinctive
FINE
TAILORING
for
GENTLEMEN
Lloyd Bros. Limited
LEVY BROS. CLOTHES
69 WEST KING ST. TORONTO

STEEL STORAGE EQUIPMENT
Sunshine
STEEL SHELVING - ALL TYPES
STEEL LOCKERS
AUTOMOTIVE BINS
Write for Catalogue
Prompt Delivery
Built to your Specifications
MADE IN CANADA BY
SUNSHINE WATERLOO Co., Ltd.
WATERLOO, ONTARIO

NICKLE MAP SERVICE
Specializing
CANADIAN OILFIELD MAPS
CALGARY CANADA

CONSULTANT & BUSINESS REPRESENTATIVE
all DOMINION GOVERNMENT departments
Specialized guidance and advice. Formerly with Reconstruction and National Revenue depts. at Ottawa. 79 Queen St. E., Toronto. PL. 2040.
P. J. WARDLE

Giant's Rich Ore Body Now 260 Feet in Length

An important new ore body outlined at Giant Yellowknife Gold Mines has been further extended by recent drilling. It now shows an indicated length of 260 ft. through completion of a series of diamond drill holes on the fourth level in No. 2 shaft and has been indicated to 100 ft. above the level by two up holes from 407 north drift.

In the section northeast of No. 1 ore shoot, one horizontal drill hole cut 41.5 ft. averaging 2.50 oz. gold uncut or 2.11 oz. cut. In the same hole, deeper down, a section of 15.5 ft. averaged 0.42 oz. Still deeper, 18.5 ft. averaged 0.37 oz. and a further 6.5 ft. assayed 0.39 oz.

Earlier horizontal holes from 403 north drift cut: 7.0 ft., 0.72 oz.; 20.0 ft., 1.02 oz.; 4.5 ft., 0.36 oz.; and 15.0 ft., 0.55 oz.

In a horizontal hole drilled northeast from No. 403 drift on the 4th level a section of 20.5 ft averaged 0.32 oz. and another section of 45 ft. ran 0.80 oz.

Two holes drilled upwards from 407 north drift intersected high values about 100 ft. above the level. One of these cut 25.5 ft., averaging 1.21 oz. cut grade, the first 5.5 ft. assaying 21 oz., the balance being lower in grade. The second hole cut 63 ft., averaging 0.53 oz. plus a separate section of 5.0 ft. assaying 0.63 oz. gold.

Recent drilling results have added materially to the ore potential of the fourth level at No. 2 shaft.

Quemont Gets Big Ore Width In a New Section at Depth

Rich ore has been cut by Quemont Mining Corp. in deep diamond drilling with an important increase in the over-all ore potential indicated, an official announcement of the company reveals.

President H. L. Roscoe states that a horizontal diamond drill hole drilled within the past few days on the 2,340-ft. level has cut 65.5 ft. of ore averaging 0.20 oz. gold, 1.45 oz. silver, 0.50% copper and 3.12% zinc.

This ore intersection is west of the north-south diabase dike which extends through both the Quemont and Noranda, and is the deepest obtained to date on the Quemont property. It is considered to be the downward extension of the southwest ore body which has been previously cut by diamond drilling from the 900 and 1,620-ft. levels.

It will not be the company's policy to announce results of each individual hole drilled, but since this intersection was obtained on the new bottom level, and west of the diabase dike, it is of considerable interest to shareholders, Mr. Roscoe said.

Bonetal Cuts Ore At Higher Level

An intersection of 2.95 oz. over 5.5 ft. has been secured at Bonetal Gold Mines in a drill hole extended north from a raise at a location 26 ft. north of the raise, President Bert W. Lang reports.

The hole is about 150 ft. above the ore body which was opened up on the 970-ft. level for a length of 316 ft. averaging on muck samples 0.94 oz. or $18.87 uncut and 0.365 oz. or $14.05 cut grade. This raise is to be extended 30 ft. higher and several holes will be drilled to outline this ore at the 800-ft. horizon. The Porcupine Reef drift will then be extended to open up this ore on the 800-ft. level.

The drift on the 970-ft. level is now being driven toward the drill hole intersection of 5.5 ft. averaging 0.41 oz. or $15.78 located about 80 ft. southeast of the present face.

QUESABE MINES has received payment for Jan. 31 installment of 50,000 shares at 50c a share under agreement with Mines Development Company. Issued capital is 3,366,674 shares, leaving 133,326 in treasury.

Drills Working At Queenston

An active program of surface and underground diamond drilling, as well as underground rock work, is reported in progress at Queenston Gold Mines by President R. R. Brown who visited the property last week end.

Mr. Brown describes the progress of work as follows:

With No. 4 shaft workings now in shape for production and development preparation, rock work and underground diamond drilling is proceeding in this area to project known ore and to carry out further mine exploration for additional ore bodies. With the lifting of hydro power restrictions this work can now be aggressively pushed.

Diamond drill hole No. 292 has just been completed from the shaft station drilling south on the 400-ft. level. One of the known zones has been cut giving an intersection 62 ft. wide of typical ore structure with three intersections of $7.73 over 9.1 ft., $3.35 over 13.4 ft. and $5.32 over 6.3 ft. This is the most westerly hole put in on this ore body on this horizon which has formerly been opened by drifting and crosscutting showing widths up to 100 ft. In a former hole on the 600-ft. level an ore intersection was obtained giving $10.96 over 49.4 ft.

Surface diamond drilling is in progress in the No. 3 shaft area which is approximately one mile west of No. 4. In this area are parallel ore zones, some of which are unexplored. Surface diamond drilling is now being carried as a guide to underground development which will get under way in a few days.

The extent of the known ore zone at the Anoki workings has been greatly enlarged since acquired by Queenston. Development work in this area has opened up new ore bodies up to 40 ft. in width. Drill hole A-63, completed this week and drilled from surface, cut an ore intersection giving $6.22 over a width of 22.4 ft. adding to the possibilities of large tonnage being developed in this area.

Now with development and exploration work in full swing, immediate attention will be focused on milling plans so that this work can be started at an early spring date, Mr. Brown states.

Unlisted Mines, Oils

(By the Broker-Dealer Assoc. of Ontario)

Approximate quotations, 3 p.m., Feb. 6, subject to confirmation and change. An asterisk (*) indicates an increase in price. A dagger (†) indicates a decrease in price.

	Bid	Ask		Bid	Ask
Abenakis	3	5	Metalore	†3	4
Advance	3½	4	Miles R L	*7	10
Ama Kir	5	6	Mindus	12	14
Anna'que	3½	4½	Mistassini	2	4
Arctic	*5	7	Mohawk P	1½	3
Argonaut	1¾	2½	Murmac	6	8
Auterra	½	1½	McManus	5	7
Baker	1	2	McCuaig	4	5
Barb L N	2	4	Nat Mal	61	66
Beaulieu	1½	2½	do '45	14	16
Beauriy	2½	4	Newcore	9	11
Bi Ore	19	22	New Aug	†13	15
Biroco	*14	16	Nickel L.	2½	3½
Bouzan	9	11	Nisto	25½	27
Bour C	3½	4½	N Offsets	135	175
Braminco	17	21	Norbeau	130	140
Bright R L	1½	2½	Norbec	8	10
B McDade	5	8	Normar	2	3
Bulldog	*15	20	Obalski old	5	8
Burley Po	2	3	do '45	15½	17
Camlaren	3½	5	Obaska	*9	11
Camray	7	9	Opemiska	*19	21
Cassidy	2½	3	Olivet	1½	2½
Cent M	6	7½	Oklend	7½	8½
Cock R L	1½	2	Ortona	3½	4½
Columbier	2	3	Pascalis	13	14
Con Chib	15	18	Pelangia	†3	4
Con Cop	†7	8	Presdor	2	4
Craibbe	4½	5½	Privateer	12	15
Croydon	1½	2½	Pr Divers	†15	17
Cuyuni N	†34	38	Quejo	6	8
Delhi	7	10	Rand Mal	12	13
Derlac	4	5	Raymond	1½	2½
Dick'nson	17	19	Randona	2	4
do new	*61	64	Redwood	5	6
Doris	3	5	Rhyolite	2	3
Durham	7½	10	Richgroup	4½	6
Elmac	2	3	Russet	4½	6
Erin Kirk	2½	3½	Salmita	†3	4
Fort-F	100	105	Santiago	9¾	10½
Gan Cop	3	5	Sepha	3	4
Geneva L	3	5	Sheldon	11	13
Goldpac	7	12	S Dufalt	5	..
Gord Lebel	½	1½	Silv Arro	4	5
Gov Gold	3	5	Sun Bear	*3	4
Grnd Chib	35	45	Tobico	*3	3½
Greenlee	4	6	Viking	14	17
Grndhog	13	..	Walcoro	4½	5
Habitant	2	3	West R L	1½	2½
Halden	3	5	Wilwood	1	2
Hornfault	*11	12	Y Davids	18	20
Hayes Cd	½	2	Yelknife	190	..
Hu Pam	20	22	do vt	135	..
Independ	3½	4½	OILS		
Islepine N	20	24	Franco	†53	60
Kamlac	11	12	Gr'leduc	11	14
Ken Bay	4	6	Home Oil	11¾	12
Kenda Pe	5	7	Major Oil	†3½	4½
Kirk G G	2½	3	Pac Oil R	5	7
L Expanse	6½	7½	Crusader	21	24
La Salle	3¾	4½	Jupiter	18	20
Lavalie	4½	5	Lingnora	3½	4½
Le Pine	2	5	New Ranch	2	3
Mallen R L	4	5	Princess	38	40
Marbenor	11	12	Reef Pete	45	50
Mar Bird	3	4	Universal	1½	2½
Mary Ann	9½	11	Westlock	6	8
Mat Con	35	40	Vermilion	†28	32

Crown Trust Company

Summary of Affairs as at 31st December, 1949

BOARD OF DIRECTORS

President
Irving P. Rexford

Vice-Presidents
Col. The Hon. H. A. Bruce
Hon. G. P. Campbell, K.C.
H. A. Howard
John A. McDougald

Directors
R. C. Berkinshaw, C.B.E.
Col. Gerald W. Birks, O.B.E.
Christie T. Clark
F. J. Crawford
William L. Duffield
W. A. Eden
P. C. Finlay, K.C.
J. William Horsey
H. Jasper Humphrey, O.B.E.
Hon. Stanley S. McKeen, O.B.E.
J. A. Mann, K.C.
Joseph M. Mulford
Gordon W. Nicholson
Lt.-Col. W. P. O'Brien
W. E. Phillips, C.B.E.
Stuart B. Playfair
John M. Pritchard
Maj.-Gen. Jas. G. Ross, C.M.G.
W. Ralph Salter, K.C.
Arnold Wainwright, K.C.
Percy R. Walters
R. W. Ward
E. Gordon Wills
Arthur B. Wood

Assistant General Managers
R. S. Anderson, E. T. Godwin

SHAREHOLDERS' CAPITAL AND SURPLUS invested:

Office Premises	$ 450,000.
Bonds	1,119,639.
Stocks	283,741.
Call Loans	46,178.
Advances to Estates	84,035.
Cash	134,589.
	$ 2,118,182.

SAVINGS AND TERM DEPOSITS invested in the following securities:

Mortgages	$ 7,566,818.
Bonds	10,124,070.
Stocks	317,461.
Call Loans	724,454.
Cash	631,527.
	$19,364,330.

ASSETS OF ESTATES, TRUSTS AND AGENCIES under administration by the Company:	$88,971,793.
TOTAL OF ALL ACCOUNTS	$110,454,305.

Copy of Annual Report Supplied upon request

Head Office: 302 BAY STREET, TORONTO
WINNIPEG MONTREAL CALGARY VANCOUVER LONDON TORONTO BRANTFORD WINDSOR

Porc. Reef Drift In High Grade Near Hugh-Pam

Drifting in the new west zone of Porcupine Reef Gold Mines at the 200-ft. level has now opened up a total length of 297 ft. of ore averaging on face chip samples 1.91 oz. or $73.54 per ton uncut and 0.41 oz. or $15.79 cut grade over average drift width of 8.3 ft. On muck samples, values averaged 0.77 oz. or $29.65 uncut and 0.52 oz. or $20.02 cut grade.

This drift continues in high-grade ore with the last face assaying 6.88 oz. over drift width of 8 ft. at a point about 60 ft. from the Hugh-Pam boundary.

On the 350-ft. level, this ore zone was previously opened up for a total length of 567 ft. averaging on muck samples 0.53 oz. or $20.40 uncut and 0.32 or $12.32 cut grade over drift width of 8 ft.

Dexter to Consider Selling to Campbell

A special meeting of shareholders of Dexter Red Lake Gold Mines has been called for Feb. 27, 1950, to approve proposal for sale of the company's mining properties to Campbell Red Lake Mines for 207,500 shares of Campbell, equivalent to one share of Campbell for each 10 shares of Dexter now outstanding.

If this proposal secures approval, distribution of the Campbell shares will be made and steps will then be taken to surrender the company's charter.

Shareholders of Campbell Red Lake have already approved an increase in that company's authorized capital to permit the transaction to be concluded.

Broulan's Net 6c For 1949

$66,000 Received From Mill Rental During the Year

Net profits equal to about 6 cents a share are estimated for Broulan Porcupine Mines for 1949, representing the best year since 1943 when a profit of 12 cents a share was shown, President Bert W. Lang informs The Financial Post.

Over $66,000 was realized in 1949 from mill rental of 50 cents a ton for Porcupine Reef, Bonetal Gold Mines and Hugh-Pam. This figure may be increased in 1950 due to higher tonnage of ore being milled for these mines. While no dividends were received from associated companies during 1949, income in 1950 will include dividends from Porcupine Reef.

Under the recently concluded agreement with Banner Porcupine Mines, Porcupine Reef is to extend its working through Hugh-Pam into the Banner property and Broulan is to mill up to 150 tons of ore a day for Banner.

Capacity of the Broulan mill was increased from 600 to 700 tons a day by adding equipment during 1949. Should the tonnage of ore available from the operation of this group of mines and the Broulan mine exceed 700 tons per day, the mill capacity could be expanded to about 1,100 tons per day by an expenditure estimated at $150,000, Mr. Lang states.

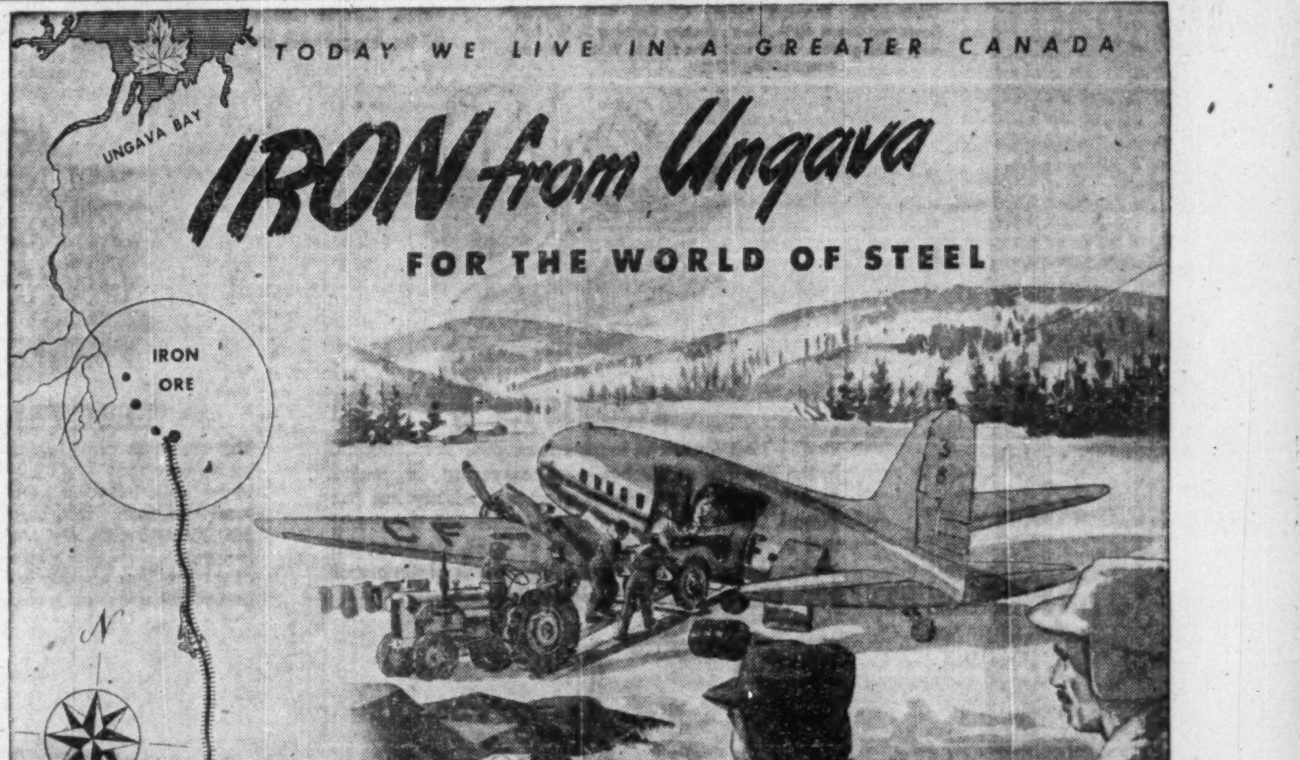
A. E. OSLER & CO.
Established 1886
STOCK BROKERS and FINANCIAL AGENTS
MEMBERS THE TORONTO STOCK EXCHANGE
OSLER BUILDING, 11 Jordan St. (cor. Melinda) TORONTO
ADelaide 2431 Cable Address RELSO

VULCAN OILS reports by agreement of Jan. 23, Leonard Phillips of Calgary has underwritten 250,000 shares at 15c a share, payable $1,500 cash and balance of $36,000 by Feb. 2, and has optioned 350,000 shares at 17½c to 25c a share. Upon issue of underwritten shares, issued capital will be 729,898 shares, leaving 3,270,102 in treasury.

WESTERN SAVINGS & LOAN ASSOCIATION
HEAD OFFICE, WINNIPEG
BRANCH OFFICES
Agency Building, Edmonton, Alta.
McCallum-Hill Building, Regina, Sask.
221 A-8th Ave., W., Calgary, Alta.
407 Avenue Building, Saskatoon, Sask.
1 Royal Bank Building, Brandon, Man.

Canada's Most Versatile Tanners
FINE sheep and goat leathers .. fancy and embossed leathers, Shearlings, dyed lamb and Mouton Fur.
DONNELL & MUDGE Limited
NEW TORONTO
DISTRIBUTOR - FRED'K WHITLEY & CO. MONTREAL

MANAGEMENT SERVICES
in
Time, Motion and Methods Study
Incentive Plans and Job Evaluation
Foremen and Supervisory Training
Personnel Selection, Training and Administration
Cost, Production and Budgetary Controls
Sales, Distribution and Marketing
Office Systems
Organization Surveys
•
J. D. WOODS & GORDON Limited
15 Wellington St. W., Toronto, Canada
MANAGEMENT CONSULTANTS



HUNGRY FOR IRON, the world's steel industry looks to Ungava as the immense new source to supply its increasing needs. There, in the wilderness of rocks and stunted trees stretching north to Ungava Bay, lies one of the richest, purest deposits of iron ore the world has ever known.

The vast area is now being actively explored. Already over 300 million tons of ore have been outlined; camps have arisen; airfields and roads have been built, and the route is being surveyed for a 350-mile railway from the St. Lawrence at Seven Islands. In another section, inland from Havre St. Pierre, what promises to be the world's richest source of titanium has been discovered and is being developed. Our one-time wasteland proves to be a treasure-house.

This new northern expansion is but one of many examples of Canada's tremendous modern development. Never before, here or elsewhere, have there been such opportunities as those which await the energy and initiative of young Canadians in our own country today.

"NEW OPPORTUNITIES..."

"Never before have there been so many new fields and opportunities for young Canadian men and women who, through hard work and persistence, will be able to achieve success and prosperity in the years to come. The continuing development of our industries will be due in large measure to the true spirit of progressiveness of the young Canadian of today", says LUCIEN BOUGIE of Montreal.

From bank clerk to president and owner of the largest baby shoe company in Canada, selling La Parisette shoes through offices and showrooms around the world, Mr. Bougie's career is an example to all ambitious men. His training in banking and accounting has enabled him, through conservative methods of finance, to keep his finger on the pulse of his business, thus avoiding the pitfalls and difficulties attendant upon the establishment and growth of any business venture.

ONE OF A SERIES PRESENTED BY
Molson's
TO PROMOTE A FULLER REALIZATION BY CANADIANS OF CANADA'S PRESENT GREATNESS

QUÉBEC looks to the future

QUEBEC believes in time-honored principles which stand for economic expansion based on sound and lasting ideas. In the practical things of life, that means respect for honest investment, encouragement to private initiative, belief that capital and labor are partners in the task of building a greater province.

In the vast area of Québec, which exceeds the combined areas of England, France, the Maritime Provinces, New York state, the New England states and California, lies the unmistakable opportunity for investment, because of that primary factor — the sanity of the people and their desire for orderly progress — and because of immense natural resources barely touched.

Beautiful rivers, and innumerable lakes teeming with fish, deep forests sheltering game, and sea-shores at sites of a unique grandeur are attracting tourists in ever increasing numbers.

Together with these advantages, Québec offers excellent transportation facilities, a hub of rail, water and air lines, and a considerable system of modern highways.

MANUFACTURING

The gross value of manufactured goods totals more than $2.5 billion dollars annually. One of the largest Québec industries is Pulp and Paper which furnished about 52% of the Dominion total Pulp and Paper production. Other important industries with the percentage of Canada's total production are: Tobacco Products 88%, Cotton Yarn and Cloth 76%, Women's Factory Clothing 68%, Leather Boots and Shoes 63%, Men's Factory Clothing 56%, Railway Rolling Stock 52% and Non-Ferrous Metal Smelting and Refining 37%.

MINING

Production of Québec mines exceeds $92 millions a year. The three principal items making up this total are Gold, Copper and Asbestos. Gold accounts for about 24% of the total value, Copper for about 15% and Asbestos 27%, biggest for first time in 30 years.

FORESTRY

The most recently recorded figures indicate that the value of timber cut in 1947 exceeded $205 millions. During that year, Québec produced 3,099,658 tons of paper with a value of $269 millions. This was more than half for all of Canada. Québec who produced in 1947, 1,300,000,000 Ft. B.M. of lumber, with a value of $64 millions.

TOURISTS

During 1949 American tourists spent over $125,000,000 in the Province of Québec — a new record. Impressive as this figure is, development of the industry has just begun, for where else on such a scale can the tourist find impressive rivers, thousands of lakes, abundant fish and game and people who have lost none of the graces of hospitality which distinguished their forebears.

ELECTRIC POWER

The available and developed water power in Québec totals more than 17,000,000 horsepower. The capacity of turbines installed amounts to 6 millions h.p. The receipt of energy sold by central electric stations exceed $80,000,000 annually. At present no limit can be seen to future possibilities. Some water power developments of the province already in operation are of gigantic size and emphasize what is to come.

AGRICULTURE

The most recently recorded figures indicated that the annual gross value of agricultural products was more than $307 millions. The larger contributors to this total were: Field Crops $158 millions, Milk Products $119,500,000, Poultry Products $19 millions, Maple Products $11 millions.

LA PROVINCE DE Québec

Published by the Provincial Publicity Bureau